

VARIETY

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64 PAGES

NEW DEALERS' FILM THREAT

Dramatic Critics' Box Score

SCORE AS OF NOV. 1

 Key to abbreviations: SR. (shows reviewed), R. (right), W. (Wrong),
O. (no opinion expressed), Pct. (percentage).

	SR.	R.	W.	O.	Pct.
GABRIEL (American)	18	18	1.000
ANDERSON (Journal)	19	19947
BROWN (Post)	16	16	3	..	.889
LOOKRIDGE (Sun)	20	17	3	1	.880
HAMMOND (Herald Tribune)	16	15	3	1	.883
ATKINSON (Times)	19	15	3	3	.789
SOBEL (Mirror)	27	13	3	1	.765
MANTLE (News)	20	15	3	..	.750
GARLAND (World-Telegram)	17	10	3	4	.568

 VARIETY (Combined) 25 | 25 | .. | .. | 1.000 |

(This Score computed on 25 failures only)
(Story on page 52)

MARK DOWN ON LEGIT SCALES

Downward revision of ticket prices of four Broadway legit attractions has become effective, two dramas and two musicals figuring in the readjustment. Downward trend in attendance the past two weeks and demand for lower-priced tickets was indicated by balcony strength; managers thereupon ordering the reductions.

'Within the Gates', National, cut
(Continued on page 21)

Hands Across Sea in New Hollywood-Paris Style Exchange Idea

Paris, Nov. 12. Rene Hubert, Fox studio costumer, now here, wants a double exchange of fashion talent between Hollywood and Paris.

Plans to send to the Coast two 'first hands' of big Rue de la Paix dressmakers to give lessons to the girls in the studio shops on how to make clothes.

Also wants to establish an exchange professorship here, leaving two Fox girls in a French dress house for a term, during which they can acquire some tricks.

Church Bans 'Drunkard'

Joliet, Ill., Nov. 12. Orders were issued from the Catholic pulpit here that no member of the church attend the 'Drunkard' show.

'Drunkard', burlesque meller drammer, has been playing throughout the country to top business and this figure as the first indication that the show has anything immoral about it. In most towns it plays the cheap hotels.

Loew Hopes Yale Socks Princeton, Books E's Band

Yale University's 75-piece campus band has keyed itself into a three-day stopover at Loew's State on Broadway Nov. 10-17-18 in the first booking of its kind.

Collegian tooters won't be in as a regular act, but will be added to the customary stage bill and play on a part-time basis—three shows Friday, two Saturday and four Sunday. The Saturday shows will be at night, following the Yale-Princeton game at Princeton, N. J.

Yale band is one of the largest in the east and is said to rate with the west's champ from Illinois. But both can take lessons from the Southern Methodist outfit.

During last year's football season the Broadway theatres went in for college glee clubs in a heavy alma mater way. On one occasion three Broadway houses played as many tonal combos as opposit in the same week.

Loew now hopes the Bulldog gives the Tiger a lacing next Saturday, because tears in a trombone never helped anybody.

Fox Cameramen Help Quell Span, Revolt

Madrid, Nov. 12. Fox Movietone cameramen, Pierre Luck and Henri Brisdoux, are being credited with quelling the government troops in rubbing out the recent rebellion.

Luck and Brisdoux, who were in Asturias making pix of the Spanish Verdun, picked up a civil guard named Jose Morino Rodriguez, who was seeking reinforcements to help a civil guard detachment fighting rebels at Campanones. They rushed the guard to Leon, where he secured reinforcements which wiped out the rebel nest at Campanones.

There's talk that the government may do some medal-pinning on Luck and Brisdoux as a reward for their action.

CONGRESSIONAL PIC BIZ PROBE

Deemed Almost Inevitable
to Revive Talk of Restrictive
Legislation on Holly-
wood, Selling, Censorship
and Other Past Proposed
Once-Over-Lights

F.D.R. FRIENDLY

Washington, Nov. 13.

Election of an overwhelmingly Democratic Congress and replacement of conservatives by fauntal progressives in both houses constitutes a major threat to the film industry. A sweeping Congressional probe of film matters from production to code phases is believed virtually unavoidable.

The prospects for staving off renewed demands for restrictive legislation were practically ruined when the flood of 'New Deal' ballots washed a number of industry defenders out of Congress and swept in new exponents of more government participation in business and more stringent control of nearly all types of commercial activity.

President Roosevelt, who on the whole is friendly to the industry, but who also is known to look askance at certain practices and policies, stands as the last defense of the industry against Congressional interference and inquisition.

Recent changes in administration of the National Recovery Administration undoubtedly will have the effect of slightly reducing complaints from Senate progressives.
(Continued on page 27)

R.C. MUSIC HALL BOOKS 'MIDSUMMER DREAM'

Hollywood, Nov. 12. Radio City Music Hall has booked Max Reinhardt's 'Midsummer Night's Dream' as a stage presentation. No date or length of stay announced.

Prior to N. Y. engagement, troupe of 75 will disport in Philadelphia and Boston. Hold your breath in St. Louis.

The Winnah!

Kathleen Conneys, member of the cast of 'Lost Horizon', current at the St. James, N. Y., was one of the candidates swept into public office by the Democratic landslide last week.

Miss Conneys was elected over two opponents, to office of Justice of the Peace at Weston, Conn. Lawrence Langer, of the Theatre Guild, campaigned for her.

Film Critics' Box Score

AS OF NOV. 4

 Key to abbreviations: PC. (pictures caught), R. (right), W. (Wrong),
O. (no opinion), PC. (percentage).

NEW YORK

	PC.	R.	W.	O.	Pct.
RICHARD WATTS, JR. (El Trib)...	74	86	21	3	.705
KATE CAMERON (News)	96	86	20	0	.994
BLAND JOHANESON (Mirror)	127	85	38	3	.669
ANDRE SENNWALD (Times)	83	85	11	2	.857
ROSS PELSWICK (Journal)	109	69	30	30	.583
REGINA CREWE (American)	115	71	37	7	.517
WILLIAM BOEMEL (World-Tele)	139	75	61	0	.494
EILEEN GREENMAN (Sun)	113	67	46	0	.587
THORNTON DELEHANTY (Post)	97	53	37	7	.548

 VARIETY (Combined) 158 | 138 | 52 | 0 | .791 |

(This Score based on 160 pictures)

Note—Andre Senwald is a newcomer to the list, taking the place of Mordant Hall on the Times.

Variation in number of pictures caught depends largely on number of assistants used for reviews and partly on length of vacation taken by reviewers. Senwald has less pictures than anyone because scored only from the time he officially took over the reviewer's post, not including these pictures he caught as Hall's assistant or for several weeks in between the resignation of Hall and the appointment of Senwald. Latter was previously Hall's assistant.

CHICAGO

CAROL FRINK (Hear-Examiner)	74	61	14	3	.689
DORIS ARDEN (Times)	117	60	37	0	.593
CLARK RODENBACH (News)	100	67	32	10	.570
MAE TIMEE (Tribune)	104	63	34	3	.594

* Eleanor Keene.
† Frances Kurner.

(This Score based on 122 pictures)
(Story on page 3)

Pro Innates Coach Fellow Felons in 'Country Club' Show

Reading, Pa., Nov. 12.

Bad actors put on a good show in the Berks County Country Club, also known as the Berks County Prison, here. Two professional actors staged a three-act comedy, drilled a cast of inmates and got good results.

Five other long termers were the art committee and directed the production. 'It was a good show,' a guard said. 'It kept them up too late, though. Some of the boys fell asleep. They ain't used any more to late hours.'

Musicians, one a former theatre orchestra leader, were recruited from among the guests at the paternal new prison, which looks like a country club in its 700-acre setting.

1-ARMED HANDBALLER'S PIC

Minneapolis, Nov. 12. On invitation of Harold Lloyd's company, which is financing the trip, George Quinn, local one-armed handball star, is en route to the coast to play a series of exhibitions. He also is to be used in a film short on handball at Hollywood.

NBC AUDITIONS BIBLE STORY

Chicago, Nov. 12.

NBC here is auditioning a script based on Biblical characters. Program is tagged 'Sons of Jesse'.

It marks the first attempt of radio to market a Biblical script through other branches of show business, particular pictures and legit, have produced successful Biblical stories in the past.

Hollywood SOS's B'way For Filmmusical Talent

Broadway agents for the past week have been flooded with calls for musical people for Hollywood. The general SOS emanated from all the major studios.

In volume the demands are comparable to those made during the first Hollywood musical cycle back in 1929.

Latest calls are for all types of performers with musical comedy and revue reps and experience.

WAX NEEDS SHOWMANSHIP

Flood of Applications to Radio Comm. Continues; 21 More Filed Last Week

Washington, Nov. 12. Flood of applications for new quota-exempt transmitters and for power boosts continued to reach Federal Communications Commission last week. Requests included 1 for 100-watt stations, 18 for power jumps and one high-powered new station.

Complying with commission rule about foreign ties, Atlantic Broadcasting, owner of Columbia's key station WABC, asked for government approval for plans to serve three Canadian stations with web programs. These are CKLW, Windsor; CKAC, Montreal; and CFBF, Toronto.

New petitions for 100-wattors filed by Palmer Broadcasting Syndicate, Wilmington, Del., 1,216 kilocycles at Lewiston, Me.; David Farmer, Atlanta, Ga., 1,370 kilocycles, requesting facilities of WFTL; Pope Foster, Mobile, Ala., 1,200 kilocycles; William H. West, St. Louis, 1,200 kilocycles; Northern California Amusement Co., Yreka, Calif., 1,500 kilocycles; Fred L. Pachard and A. Rosenberg, Los Angeles, 1,190 kilocycles, and Close-up Publishing Co., Bell, Calif., 1,070 kilocycles.

Application for five kw. station operating unlimited time on 850 kc. was filed by D. E. Kendrick and W. E. Vogelback, Indianapolis.

Power Boosts

Power boosts were asked by WNEW, Newark, N. J., from 3,500 to 5 kw. daytime; WEEI, Boston, from 1,000 to 5 kw. day and night; WBMX, New York, from 150 to 5,500 a day; WDOY, Minneapolis, from 2,500 to 5 kw. daytime; KGA, Spokane, change frequency from 1,470 kc. to 850, and change power from 5 kw. day and night to 1 kw. day and 5 kw. night; WNDP, Birmingham, N. Y., from 100 to 100 night and 550 day; KHL, Los Angeles, from 2,500 to 5 kw. daytime; KFRG, San Francisco, from 2,500 to 5 kw. daytime; KGW, Portland, Ore., from 2,500 to 5 kw. daytime; WNSR, Saranac Lake, N. Y., from 50 to 100; WCAE, Pittsburgh, from 1,000 to 5 kw. daytime; KARK, from 250 night and 500 day to 500 night and 1,000 day; WBU, Fayetteville, Wis., from 100 to 250 daytime; KWIK, St. Louis, from 2,500 to 5 kw. daytime.

Commission suspended grant of increased power to WJW, Akron, and set application for jump from 100 to 250 daytime for hearing following protest from WJWB, Canton. Application of H. E. Studer, baker for construction permit for 100-watt station on 1,420 kc. at Lovatton, Ida., drew favorable recommendation from examiner George H. Hill.

WBBM Nixes Horoscope Give-away by Mahraj As Occultists Fade Out

Chicago, Nov. 12. Increasing censorship over programs by station managers took another climb last week when WBBM refused to allow Mahraj to issue horoscopes on its "Devil's Toothpaste" show. Stations throughout the country are clipping down on "occult sciences" following several jams when the occultists overstepped propriety.

There used to be some 10 or 12 occult stumbers on the Chicago stations. Today there are only three and they are not nearly as strong as they used to be.

Dr. Price, New York occultist, is still under indictment for using the mails to defraud. He was on WNEW.

Murray Scripts Cantor

John Murray is now writing the Eddie Cantor radio scripts, augmenting Dave Freedman, who had been Cantor's author for the past two years. Murray formerly gagged for Phil Baker.

Seek Return of Baker, Armour Show to Chi

Chicago, Nov. 12. Miles Trammel, vice-president in charge of local NBC offices, and Tom Driscoll, advertising manager for Armour, are back in town this week after having spent a month in New York trying to get Phil Baker to return to Chicago. Armour execs feel pretty close to the show and want that Friday night session to ride out of the local quarters. Baker, however, is working on a legit musical show, it is understood, and wants to stick in the East to set it on the boards. May work out that Armour will allow Baker eight weeks to get show going before returning to the loop.

COLGATE ACCT. ON THE LAM AGAIN

For the second time within a year the Colgate account has changed agencies. Colgate's entire advertising outlay moves over to Benton & Bowles as a result of the refusal of Young & Rubicam to release the radio end of the Colgate business to the former agency. Y & R took the attitude that the account remained with it intact or else.

Benton & Bowles, which has handled the Palmolive phase of the Colgate-Palmolive-Peet business since the latter article combine quit Lord & Thomas, put in its bid for the Colgate radio contact after it was announced that Joe Cook would wind up his affiliation with Colgate toothpaste with the Nov. 11 broadcast. While Young and Rubicam was still engaged in developing a substitute program Colgate became sold on a radio proposition submitted by Benton & Bowles and decided to switch agencies as far as broadcasting was concerned. Young & Rubicam, when informed of the decision, burned at the disregard shown its efforts to prepare another show and advised the client that if it took out the radio business the rest of the account would have to go with it. Having already committed itself to Benton & Bowles there was no alternative for Colgate but to accept the "or else."

It was no secret to the trade that during the last 10 weeks of Cook's run all was not well between Young & Rubicam and Colgate's director of advertising. Cook found in due time that his gagmen were more concerned with dishing up the plug in a more palatable manner than in fashioning an entertaining script. When Cook rebelled at this situation the Colgate advertising execs retorted that he was the person to be satisfied and that the method of handling the plug would stay as was. Young & Rubicam, caught in the jam between the two, tried to steer the program along a compromise route.

Benton & Bowles also handles Panpa toothpaste.

Post and Pancakes

Lynchburg, Va., Nov. 12. Touted as the south's No. 1 poet, Abe Craddock Edmunds, of Lynchburg, has been hired by station WLYA to announce special programs.

First assignment is getting together and explaining a flock of operatic phonograph records on Sunday mornings.

IDEA CREATION DEEMED WEAK

Contemplated Working Arrangement Between World, Station Reps, and Broadcasters Recognizes Menace of Falling Grosses in Spot Biz

FEE, NOT %

Indications are that the World Broadcasting System and the majority of important station representatives will within the next two weeks consummate a pact whereby WBS withdraws entirely from the time brokerage field to assume the position of a centralized creator of ideas and programs for the spot broadcasting industry. Since the project was first broached World execs and major station reps have held several meetings to work out details of the agreement, with yesterday's (Monday) get-together also including a delegation of top-rating station operators.

One of the major problems yet to be solved is the compensation that World is to receive from stations on the business it helps create. Both World and the station men who favor the program building alliance prefer that the return for the former be not based on a percentage plan or in any conflict with the 2½% going to the station rep. These two elements would rather make it a definite monthly fee based on the value of the World's service to a

Petry's Position

Edward Petry is on record as opposed to joining the spot broadcasting trade past between World and other station representatives but comment within the industry is to the effect that the stations which he represents will persuade Petry to join.

Petry professes to be a lone eagle and makes a point of not joining trade cartels or of participating in general discussions. Apropos the decline in spot broadcasting revenues he spins counter to the expressed opinion of all the rest and states that spot biz on the 39 stations he represents is better, not worse.

station with the terms to be adjusted from time to time.

Not Gracioso

Under the plan that the conferring parties have in mind, World would function as the creative center of ideas of showmanship for spot broadcasting, with the services of the organization available to the station reps allied with it. A station rep with a warm prospect would outline his problem to the expert at World, and the latter would, in turn, fashion both a merchandising plan and a program for submission or auditioning to the client.

Station men, approached by their reps on the idea, have in practically all instances expressed their endorsement. These broadcasters have agreed that some such alliance is essential for the protection of spot broadcasting. Several of them have attributed the disappointing amount of business turned in this season by spot broadcasting to the lack of adequate creative factors in the field. The Lounsberry, gen. mgr. of WBBM and WGN, Buffalo, in commenting on this situation, declared last week that he is doing \$1,000 a week loss of record business that he did last year, and that it was his opinion that the majority of stations were suffering in like measure because of the absence of co-operative facili-

Australia Will Have Commercial Web; Broadcaster from There Tours U. S.

PARK AVE. LIKES

Frey-Braggiotti, Deutsch, Nichols, Guizar, Gluckin Lead

Mrs. Cobina Wright, socialite, now with the CBS entertainment bureau finds that Tico Gluckin and Emory Deutsch are most in demand at the CBS artists for the quieter toms, playing as many as two or more in a day. Red Nichols and the Lud Gluckin bands for the savor parties. However, Frey and Braggiotti, piano team, still lead in bids for the penthouse affairs.

Besides booking and talent, contract clauses, the socialite also has her own Wednesday morning hour over CBS which is filled with guest speakers from the literary, stage and screen.

Hollywood NBC Biz Up 325 P.C. Over Last Year

Hollywood, Nov. 12.

Further indication of NBC's intention to shift the seat base from Prime to the RKO-Radio lot here is seen in the announcement of Don Gilman, chief of coast operations, that he would devote considerable more time to the local end of the network. Responsible for this move is the recent report showing that big at this outlet has shown an increase of 22% over last year.

Recent commercial to emanate from here after a long term in the north is the Betty Marlowe mousher, which is aired twice weekly on the seaboard chain. Troupe will also make 25 discs for midwest and eastern turntables.

ties in the field of spot broadcast-

Chicago, No. 12.

Having put the brokers out of business the special station reps are now trying to do the work that the time broker used to do in digging up new business for radio. Stations have started complaining that the representatives are merely handling what business is around, but are not going out to sell new sponsors on radio as an advertising medium.

Reps are meeting this squawk by adding to the personnel men who are detailed only to contact potential advertisers who have never been on the radio. Reps have learned what the time brokers knew long ago: that the agencies themselves cannot be depended on to work up trade for the radio, particularly those smaller agencies which are still out of the radio picture and which do not have any facilities to service their clients for other advertising.

Reps such as Ed Petry, Free & Steininger, Greig, Blair & Wright are sending men out to visit these sponsors and getting them interested in radio. No attempt made to do business direct, as the reps want to do nothing to endanger their friendship with any agency. But the contact is merely a prod to stir up additional advertisers for radio as present sponsors drop out. Ed Petry office led the campaign when Ed Vonneg, chief of the local office, added Bert Green and commissioned him solely to non-radio users but who were potential advertisers.

Result of the campaign by Petry and the other reps has been the development of a number of accounts for spot trade. Nothing big or spectacular has come out of it, but a number of smaller clients who may be built up into big advertisers.

Australia is to have a commercial network confined for the most part to the New South Wales district, hooking up Brisbane and Melbourne with Sydney. More awaits return of John Dunne, studio manager of 2 SM, Sydney. He is also now making a tour of U. S. and foreign stations. Dunne is in New York studying radio techniques and purchasing American scripts which will be recommended for Australian usage. He sails Nov. 17 for London and the continent.

At present there are two classes of stations in existence on the island continent.

First, the government group designated as Class A, and second, the commercial stations labeled Class B. Owners of radios pay a \$1 license fee which is turned over to the maintenance of government group. Sydney has two of these stations and has about six in the Class B category.

Station 2 SM is owned and operated by the Catholic Broadcasting company of which Magr. Mooney is director. In spite of this church backing, the only time the clergy takes to the air is on Sundays for services and later in the day, some announcements. At present most of the station's hours are devoted to platters with musical recordings most favored by the listening public. The U. S. orchestras are well known through this medium, especially the Paul Whiteman records.

Each night however station 2 SM breaks up this steady recording slot and presents a half-hour flesh show, using about 30 actors. It is a serial named Milestones in Australian History, being a sort of cavalcade idea which again ensures the older traditions which all good British subjects love so well.

Dunne, ex-vaude performer directs the show and also has a juvenile hour. His wife presents household squibs on the station.

Radio listeners in Australia are just emerging from a cycle of thrills and are gradually demanding programs with more advanced appeal.

One new American account, Kellogg, will make its bow in Australia shortly, using an adventure series for its presentation. Frequent and Ford spot announcements are other U. S. firms now broadcasting there.

ROQUEFORT CHEESE IN AIR CAMPAIGN

Makers of roquefort cheese, a French monopoly, have launched an air campaign to make Americans roquefort conscious. Roquefort Association of Roquefort, France, through the Morris Windmiller & Eisner agency of Chicago, has bought two weekly 15-minute matinee spots on CBS for the hallyhoo. Program, originating from Chicago, is tagged "The Story Behind the Song," and includes in the cast Don Ameche, Bob White and Ed Vito.

Cheese exporters opened the campaign last Friday (9) with a broadcast from the French liner, Le de France, which was tom-tommed as "Roquefort salutes America," and presented Jean Aubert, Frey and Braggiotti, Raphael, accordionist, and Leon Helas's orchestra.

Shepard in Waterbury

Waterbury, Conn., Nov. 12. John Shepard's Tankes was now using local WATR, 100-watt, as outlet, relaying through WCCC, network-owned station in Bridgeport. WATR carrying both stations from Boston and WCCC studios.

More probably follows Shepard's intention to insure coverage in Waterbury sector, now that WYHS, affiliated with ABC, has begun operation in this city. WDMC, CBS station in Hartford, also uses same Tankes output.

ATTACK AIR 'CIRCULATION'

Circulation Vs. Showmanship

It had to happen and it has happened. Magazines are cross-checking the checkers hired by the networks. The magazines are hiring their own fact-finders and it's a safe bet that the promised bickering will edify the employers but won't do radio much good. It may laugh the whole rignomarc of surveys out of court.

Radio hasn't hesitated to seek other media, so radio may have to take some socke itself. Those surveys were a little too glib to pass forever unchallenged. Radio was too saucy in talking the jargon of circulation. Just why radio persisted in putting all its eggs in the basket of circulation will ever remain a mystery to the showmanship viewpoint. But radio did and now the bricks are flying and they may break some eggs.

Did it really require so much proof from the networks to say that a lot of people listen to Amon 'n' Andy? Was it necessary to labor as hard to prove that millions of people are willing to be amused? Precisely why did the networks feel compelled to make a tribal deity out of Circulation?

The answer is, of course, that the networks wanted to talk the language of the advertising agencies. And the irony is that while talking circulation they forgot showmanship and the advertising agencies stepped out and took the production of programs away from the networks. And now the networks have their circulation and little showmanship. At least they have their circulation, unless the magazines take that away, too.

Perhaps Hollywood has some handy graphs on Gretna Garbo's circulation. Maybe Gary Cooper is overpaid at \$1.42 per thousand fans. Maybe Lamm's stock would be affected if a survey showed the neighborhood howling alleys had increased their circulation. The showmanship viewpoint just can't take those surveys very seriously.

Now might be a good time for the networks to start whooping it up a bit for showmanship. They've about worn that circulation tuxedo out at the waist. Maybe the agencies wouldn't shrink from association with a great popular amusement sold quite frankly as an amusement.

What's the circulation of a had program on a 50,000-watt station anyhow?

CBS TAKES BOW ON SERIES LISTENING

Columbia took advantage of the recent world's series to make a check on which of the local affiliated stations got favored listening attention from dealers of radio sets. In a brochure being released by CBS this week this network lays claims to be coming out on top in 44 out of the 102 towns polled. Count in 10 of the cities receiving the Ford sponsored broadcasts, the brochure states, showed a tie between Columbia and the NBC red (WEAF) and blue (WJZ) networks.

Questionnaires were mailed out for CBS by an outside research organization, Walter Mann and Staff, and asked, 'What station or stations did you tune in at your store for the broadcasts of the world series games?' and 'If you tuned in more than one station, which one did you listen to most?' Out of the 7,950 quizzes distributed 30% were returned with the answers.

CBS's claims to superior popularity includes its affiliated stations in New York, Chicago and Philadelphia, Cleveland, St. Louis, Baltimore and Boston, which the brochure describes as seven out of the 10 largest cities in the U. S. CBS estimates the population of the towns in which its stations came out on top as totaling 26,896,163, and the towns that showed a stronger inclination for the NBC version of the series as totaling 10,924,484. In the breakup by network CBS states it won over the red link by a population tally of 23,738,304 to 13,557,451, and over the blue loop by 24,161,208 to 11,572,738.

Menck Nixes

Baltimore, Nov. 12. R. L. Menck nixed an offer proffered last week by WFBR. Station had an account desirous of utilizing the article on a weekly program that was to have been a two-way hook-up between WFBR and WJZ, Washington.

In thumbing the offer, Menck said he didn't wish to go on either in Baltimore, burg of birth and residence. Claimed he has been approached by NBC on several occasions.

ABS BREAKING ICE?

Hear Chicago Account May Be Web's First Sponsor

Chicago, Nov. 12. Appears that the first sponsor on the new American broadcasting system will be sold in Chicago. Two accounts are on the fire at present, a beauty account and a food manufacturer.

Fred Weber, of ABS, has been in town pretty constantly during the past two weeks working with Herb Sherman, sales manager of WJZ, the local ABS headquarters.

AIR C. A. WILL MEET THIS WK.

Washington, Nov. 12. Climaxing a long string of postponements, broadcast code authority is due to meet Thursday (13) to dispose of a half dozen important issues which have been hanging fire for more than six weeks. Will be first session since the square-fest at Cincinnati in conjunction with National Association of Broadcasters convention last September.

Among major matters on the docket is the proposal of Edward Nockels to create a batch of regional enforcement sub-committees to speed settlement of controversies over fair trade practice provisions of the code and aid the major code authority in keeping abreast of its schedule.

Nockels' proposition seems destined to stir up considerable discussion, although most codists term the suggestion a "good idea." One of the objections arises from the stringent code requirements intended to insure decision on all important problems by a representative group of industry members. Opponents of the regional set-up point out that the code requires seven members to constitute a quorum and that employment of alternates never has been approved. They see in the Nockels' plan a means of breaking down this method of preventing a small clique from running the whole show.

Other business on tap includes action on N.A.B. request for clarification, modification, or repeal of code clause on special rates and deletion about granting code authority places to the Far West, Middle West, and Southwest.

MAGS WILL PROBE RADIO'S SURVEYS

Magazines Not Letting Radio Claims Pass Unchallenged in Future—Will Cross-Check the Network Checkers

SEEK WEAKNESSES

Periodical publishers of America have set out to do some heavy checking on broadcasting's claims to listener attention and market potentialities. As the first step in the campaign the magazine editors are bankrolling an elaborate telephone survey, with the prime purpose of finding out how much the tuners know about the product identified with the program to which they happen to be listening.

Job of conducting the telephone probe has been assigned to Clark & Hooper, one of the newer commercial research organizations. Calls will be made in all sections of the country between the evening hours of 7 to 10 o'clock every day of the selected week. It is figured to use around 100,000 phone connections during this stretch. Listeners will be first asked what program it is, if any, they have on and the two questions following will seek to ascertain whether they can cite the name of the program's sponsor, the purpose of the article played and the selling points made by the commercial patter.

'Debunking' Surveys
What the periodical clan is interested in proving is that radio hasn't anything like the regular listening circulation that its promotional copy claims and that broadcasting has been unfair to basing this circulation on probes made during the peak (Continued on page 36)

Horlick's on Radio Luxembourg Is 1st Thompson Show for England

London, Nov. 12. British branch of the J. Walter Thompson agency expects to have at least three of its accounts established on the European ethereosphere by January. Gordon Thompson, of the agency's New York radio staff, who is over here on an advisory assignment, launched the first program for the London office last week. English client involved is the local franchise holder for Horlick's Malted Milk.

Horlick's distrib is using an hour Sunday matinee on Radio Luxembourg, located in the principality of that name on the Continent, but with ample power to blanket the British Isles. Program is framed around the Debroy Seners band and guest artists, with a portion of the hour devoted to dramatizations of great battles won by England, starting off with Waterloo and slated to wind up with the Great War.

Though Radio Luxembourg has made it a policy of announcing its commercials and continuities in French and German, the miles talk for the Thompson clients will be confined to English. A preliminary survey conducted by the agency disclosed that over 70% of the English listeners tune in on Luxembourg Sundays, due to the sedginess of the British Broadcasting Co.'s programs on the Sabbath.

Agency has worked out a special deal with Phonographic Performance, Ltd., to cover its use of records for dubbing or broadcasting purposes. It's to be a minimum of \$2.50 per recording, with the performance fees going up in proportion with the name standing of the artists. In most of the European countries the broadcasting of phonograph records are subject to the same restrictions as any other copyrighted article of music.

One difficulty that the Thompson office has already run into is publicity for its programs. Only one or two major English dailies list the Luxembourg programs. Agency

may resort to spotlight advertising in the more important newspapers as a way out of this dilemma.

Thompson, accompanied by his wife, went over four weeks ago on advice from the London office that it had several English accounts that were hot about going on the air and that it would appreciate the loan of an expert to get these commercials safely launched in radio.

SUNDAY NITES NOW CALL FOR HEAVY COIN

*Ward Baking doesn't intend returning to the air until it can get a choice half hour spot over CBS on some other night than Sunday. Account considers the network competition on the Sabbath evening tougher than it has been in previous seasons on Thursday nights.

Unless an advertiser, figures the baker, is willing to come through with a stiff talent budget it has little chance against the big money attractions that mark the Sunday night schedules on both NBC and CBS. While Thursday night has its Rudy Vallee-Mr. well Mouse Showboat-Paul Whitman combination, Sunday night now has Eddie Cantor, Joe Penner, Will Rogers, Jack Benny, General Motors and Ford concertina, Lena & Pink Hall of Fame, and the quality musical shows offered by Bayer, Portline, Real Silk and Dr. Lyon's Toothpaste.

ARGENTINE RADIOITE HERE

Adolfo Aviles, representative of Station Radio Splendida in Argentina, is visiting in New York City.

How's Your Personality?

Radio Stations Should Have Personality. Not Just Local Personality, but National and Industry-Wide Personality. Most Stations are Merely Dots on Somebody's Map.

Is Your Station Only a Blur of Call Letters in an Alphabetical Forest?

Let VARIETY Help Obtain for Your Station Some Personality with the People Who Count. When Money Is Being Spent Don't Let Your Station Be Just One More Open Transom.

Give It a Personality. Make It Stand Out. Make It known.

Advertising Rates on Application.

VARIETY
154 West 46th Street
NEW YORK CITY

BOOKERS CHRISTENED MANAGERS AT NBC; ALL TALENT MUST PAY COMMISH

Percentage from Everybody Is the New Goal—
CBS Artists' Bureau Uses Same Arguments on
Dance Bands

NBC Artists Service has undertaken to purge itself of what it considers to be a misnomer. Both the heads of the bureau and the Trade-Ways probe responsible for the department's latest reorganization have expressed themselves as adverse to having the NBC Artists Service described as a booking office. It's not a booking office, they say, but a management service, and employees have been cautioned again: confusing the two tags inside and outside the organization.

Acting under orders from the higher-ups in the department, the staff last week proceeded to prove to talent connected with NBC programs that the NBC Artists Service was actually a management service and not a booking office. First the bureau's staff checked the list of commercial programs to find out who was on them and whether the talent had contracts with the accounts or otherwise.

Next step was to buttonhole the 'etherways' and talk turkey to them. These acts and dramatic players were reminded that they held spots on so many programs and that the artists service was interested in seeing that they continued to fare nicely from radio. But, added the bureau's contactor, there was the little matter of a contract. In checking over the records, the acts and dramatic players were informed, it was discovered that they had not signed a management agreement with the NBC Artists Service. Fact that the bureau was not responsible for obtaining the jobs some of these artists were holding was explained away as being a mere oversight, also unexplained is how a performer, hired direct by an agency, comes under the jurisdiction of NBC.

SES Technique
Practice of a network booking office, or management service, goes after someone to sign a contract after a job has been gotten is nothing new in the business. It's been so commonly used by the CBS Artists Service that band leaders regard it as part and parcel of the relations between that network and the dance music industry. CBS Artists Bureau as a rule waits for a band to get going on a spot linked by a CBS wire before making the approach. When the rep from the CBS band booking department makes his call he first inquires as to what office or agent handled the booking and then suggests that the band leader avail himself of a CBS management contract. With the signing of this paper and the payment of 10% of his earnings on the job, the network will assure him of co-operation, and that the spot will continue to hold the wire.

NBC Artists Service has decided to defer revising the setup of its branch in Chicago until it sees how the reorganization plan works out in the home office.

CBS DEMANDS COMMISH ON ARKELL'S NBC JOB

CBS artist bureau has served notice on Ibad Arkell that it expects commission from his NBC Commercial, Carlsbad Sprudell Bait, CBS buxies its claim on the alleged fact that it introduced Arkell to his NBC sponsor.

Arkell is the Carlsbad Philosopher three times a week. He formerly was in the press department at WOR.

RCA Pep Rally

RCA tossed an inter-subsidary meeting of department heads in studio 3B of the NBC plant Friday morning (9).

Pep talks were delivered by David Barnoff, H. H. Aylenworth, and the heads of the various other companies in the RCA combine.

It was the first get-together of its kind in a couple years.

Info Bureaus

Numerous actors now on the air have been going back to their former vaudeville and stage agents—but for advice only—as a result of NBC trying to induce the signing of management contracts.

'Should we sign or not?' the actors are asking. Some of the agents are busy operating free info bureaus.

Attack Circulation

(Continued from page 35)

Listening hours of the evening, 9 to 10 o'clock, and the peak listening season of the year. But above all, the inquiry will seek to determine upon what percentage of the loud-speaker masses the advertising pattern actually registers.

Directors of the Crossley Survey will during the week starting Nov. 11 go in for some experimenting in checking on program popularity. In addition to using the present method of calling up the next day and asking what programs the fan tuned in the day before, the Crossley field men will do a certain amount of incidental phoning. Results of one method will be checked against the other. In the major key spots the questioners collectively are expected to make as many as 100 cc-incidental calls a half hour during the course of the week. Summary of the two-way check will be available to the survey's clients around Dec. 1.

In the Nov. 10 issue of Editor and Publisher, trade paper of newspaperdom, George Brandenburg devotes an article under the heading 'CBS Cheap Coverage Claims Refuted' to pointing out 'laws in CBS reasoning.' Harold Anderson, head of the Gallup Research Service, in Brandenburg's authority for an attack upon recent claims put forward by the network.

This is further evidence that newspapers and magazines propose to do some skin-licking in retaliation for radio's constant attacks upon the worth of other media.

In selling itself as an advertising medium radio has from the start run quoted program favorites and then gone into circulation. But regardless of the path taken by it, broadcasting has arrived at practically the same formula of evaluation as the press. So E. P. H. James, NBC manager of sales promotion, told the New England division of the Advertising Federation of America at a meeting in New Haven, Conn., last week.

Print media, said James, began their probing by the circulation route and eventually got around to the point of finding out how many actually read the advertisements. Radio, he averred, first undertook through the Crossley Reports, to find out what programs (the sugar-coating to the advertising), they preferred to listen to and then proceeded to determine where this audience was, what it amounted to and when it could be reached.

James also outlined to the advertising experts the results of a recent survey among dealers on media preferences. Druggists and grocers and gas station men, he said, expressed themselves as favoring radio above all other modes of advertising. For a young media radio, averred James, has done a massive job in the field of research. In support of this assertion he cited the elaborate studies that both NBC and Columbia have bankrolled since 1928.

Lloyd Quiber, chief announcer of WDEV, Waterville, Vt., was forced to use the 'miles' to deny reports of his death in an automobile accident recently. Rumor was caused by death of another Quiber of the same city, but no family connection.

Agencies-Sponsors

Geibel's meat products has joined the Fletcher & Ellis list.

Young & Rubicam has expanded its quarters to take in another floor of the building it now occupies.

General Baking Company using 26 one-minute World Broadcast discs over four Detroit stations including WJR, WWS, WXYZ and CKIW. Placed through Hatten, Harten, Duratino & Osborne, Inc.

Aspirinplus Company takes WBS program service on a series of five minute squibs. Placed direct.

Dr. Lyons Toothpowder renewal of WBS discs for 15 more 30 minute programs over WJAM, WCAK and CPHR, the last station being in Toronto, Canada. Wax series of 'Manhattan Merry Go Round'. Placed through Blackett, Sample, Hummert, Inc.

Konjola has returned to active advertising and coming more into radio. Has booked time on WBBM, Chicago, for a seven-times weekly ad with Art Mergen and his 'Nothing But the Truth' program.

Marion Parsonetti, formerly with CBS in the twin capacity of continuity editor and director of dramatic productions, has joined the Leaden & Mitchell agency. He will share with Blann Hollister the responsibilities of the agency's radio department. Hollister will handle the musical shows, and Parsonetti will do the producing of the dramatic programs.

Wax Works

RCA Victor studios, Chicago, added another engineer, Jack Pennington coming in from Camden. Makes it a trio of engineers grinding out the work brought in by Bill Young and Ed Foreman.

Cosmopolitan Magazine has been added to the disc boiler-plate series put out by the General Broadcasting System for the Hearst publications. Cosmopolitan platters will be distributed among 125 stations at the rate of four a month and contain dramatized excerpts of feature and short stories. Like the American Weekly and Current Events affairs, the Cosmopolitan discs will be carried by these outlets on a sustaining basis.

Broadway Agents Slow to See Benefits Of Submerging Selves as NBC Cogs; NBC Can't Get an Equity Permit

Going Broadway-minded for the first time, NBC is securing the Broadway agent field for candidates for four of the five jobs still open in its reorganized artist bureau. Posts for which agents are wanted are talent scout, new talent polisher (auditions), combination picture-legit agent and combination hotel-nite club agent. Then open spot is exploitation man to assist Edward de Salisbury, head of 'sales promotion.'

Spots which NBC is dangling before the Broadway agents' eyes require that they give up their present independent ventures and come into the NBC artist bureau as associates, thereby sacrifice their own identities for whatever benefits they may see in being associated with the network. Up to yesterday (Monday), no takers.

Alex to Bat

One position filled last week carried the title of 'booking manager.' Job goes to Jimmy Alos, who was with the Keith and HEO vaudeville booking office for about 10 years. At the time of his leaving HEO two years ago he was in charge of the contract department. Last year for

Bookkeeping

By crediting all the Ford World Service business to the red (WEAF) link NBC was able to come through October with the gross breakup by networks showing the red loop leading Columbia by \$15,000. Baseball broadcasts were carried on both the red and the blue (WJZ) links, but NBC elected to attribute the full gross from this source, \$124,622, to the red network's side of the ledger. Columbia's bill to Ford for the World Series came to around \$120,000.

Breakup of the NBC time sales' figures for October gave the red network \$1,309,447 and the blue, \$664,528. Columbia for the same month grossed \$1,767,601.

WGN Continues Likker Ban Despite Trib' OK

Chicago, Nov. 11.

Despite the acceptance of liquor ads by the Chicago Tribune, the paper's WGN station is still refusing the booze accounts.

Tribune reversed its non-liquor ad policy last week after many years of strict rejection of likker ads.

Cig Account Spending IG Seeking L.A. Spieler

Hollywood, Nov. 12.

Kentucky Winner cigars, which is taking over 'One Man's Family' for a contract-to-terminate, is spending around \$1,000 to find an announcer to handle the program to its satisfaction. Auditions have been held here and in the north, with the finalists to be picked over the NBC network into the New York studio, where cig execs will make their choice.

Line charge and incidentals will run the bill up to the grand mark.

'Gumps' Not on WGN

Sale of the 'Gumps' script to a Columbia wax account without the show originating or being broadcast on WGN figures as break in an old policy by the Chicago Tribune that Tribune strips must be on WGN.

Break-up of this policy follows the removal of the syndicated offices from Chicago to New York, thus removing the newspaper syndicate nab from the influence of the studios.

Philip Harrison joins WMCA, New York, as dramatic director. Formerly directed such programs as 'Collier's Hour' and 'Tales'. Nanoo Valentine also new to station as continuity writer.

BOTH WEBS NOW ASK WIRE FEE OF CAFES

New policy adopted by NBC toward hotels and cafes will within the next month leave few of the NBC affiliated spots with wires that are not being paid for. Like the arrangement that Columbia has had in effect for years NBC is demanding a monthly fee for the pickup lines unless the band involved is booked through the NBC Artists Service or the spot itself has some other booking association with the network. Within the next few weeks NBC has upped its toll collections from niteria sources \$1,500 a month.

NBC Artists Service previously had been pretty free with its picks-up wires. Installations were made with little thought to billing the restaurants and night clubs for them. Web figured that the most quality of the band sufficed to make up for what it cost NBC to link the spot to the studio wire.

Among the spots that NBC is seeking to collect from is the Cotton Club in Harlem. Though the niteria was advised two weeks ago that it either agree to a monthly fee or stand the loss of the wire, NBC has decided to let the subscription stay in another month on the gratis basis. After the operators of the niteria got their notice from NBC they approached the CBS Artists Service. Proposition advanced by the latter source was that the Cotton Club either pay \$100 for the wire or agree to let the bureau book its bands.

WLVA, LYNCHBURG, VA, REBROADCASTS WLW

Lynchburg, Nov. 13.

New and inexpensive source of program for small stations has been worked out between WLVA in Lynchburg and WLW in Cincinnati. Former picks up several programs daily from WLW and rebroadcasts them on its own wave band.

Idea is still in the experimental stage, but at present it consists of using a very powerful receiver which is hooked to WLW's wave length. The receiver is several miles from the city, where it will not be affected by power lines or other man-made static.

Programs have been successful, novelty as far, most ordinary receivers in Lynchburg being unable to tune in WLW in the daytime with any satisfaction. The rebroadcast sends out a sharp and distinct program, fairly free of static.

A.K.'s Pick Music

National Blument Co. and the agency on the account, McCann-Erickson, left it to a committee of six from their own ranks to pick the dance fare for the three-hour program the food packer is debuting on NBC Dec. 1. Most of those on the committee could not be rated as addicts of the wassail parquett. Age of the group averaged around 50 years.

Out of about a dozen bands auditioned they tagged Benny Goodman for hot, collegiate music; Murray Kellner for instrumentalism of the sweeter and slower-tempered variety, and Xavier Cugat for special-interest in the tangos and rumbas. For their types of demagogic Cugat and Goodman rank high among phonograph record buyers and the profession itself. The three units will alternate over a five-hour stretch Saturday nights, as arranged as to allow for three hours of broadcasting. The first, the eastern, central and mountain zones.

PROCKTER WILL WED

Bernard Prockter, gen. mgr. of CBS owned and operated stations, takes himself a bride Nov. 22.

Future Mrs. Prockter is Ruth Rosenblatt, daughter of the late T. G. Rosenblatt, gen. mgr. of the American Society of Composers, Authors and Publishers.

SHOW FOLKS' LIVING POWER

KGW, Portland, Mail Count

Portland, Ore., Nov. 12.

Mail received at Station KGW during October for the various commercial programs emanating from that station is as follows:

SPONSOR	PROGRAM	NUMBER OF LETTERS
Alka-Seltzer	National Barn Dance	10
Alpine Milk Co.	Will Aubrey	20
Blue Ribbon Malt	Don Bonnie	2
Bomb Auto Parts	American Export Club	4
Corny Soap	When Dreams Come True (Contest)	2,119
Caswell Coffee Co.	Caswell Concert	10
Dr. Lyons Tooth Pow.	Manhattan Merry-Go-Round	473
	(Free samples offered)	
Pitch Shampoo	Wendell Hall	19
General Mills	Betty and Bob	23
Harbor Baby Food	Mose, Schumann-Heink	22
Gillette Razor Co.	Gene and Glenn	14
Horns Prod.	Home Economics	15
Ivory Soap	The Gibson Family	1
John-Manville Co.	Floyd Gibbons	1
Johnson's Wax Co.	Tony Wons—House by Side of the Road	3
Log Cabin Syrup	Lanny Ross and Orch.	1
Maxwell House Coffee	The Showboat	1
McNawk Carpet Mills	Mohawk Tennessee Chest	23
Oceanic Life Ins.	Winning the West	11
Ovaltine	Little Orphan Annie	6
Oxydol	Ma Perkins	4
Pacific Coast Boro	Death Valley Days	4
Sperry Flour, Swift, and		
Scotts Towels	Al Pearce and His Gang	17
Poppendent	Amos and Andy	5
Royal Gelatine	Mary Pickford	2
Ryker's	Mme. Sylvia	2
Sperry Flour Co.	Martha Morda Society	4
Spratts Dog Food	Terrence Dog Drama	2
United Drug Co.	Kansas Symphony	1
Vince Products	John McCormack	2
Wesson Oil Prod.	One Man's Family	92
Var. comm.	Woman's Magazine of the Air	18
Purd Motor Prod.	World Series	2

WXYZ, DETROIT, IN FOUR WEBS

Detroit, Nov. 12.

Station WXYZ will regularly receive at least three programs weekly from the Columbia network, making this station the only one in the world tied in with four chain hook-ups. Present connections are with the Michigan Radio Network, the Mutual Broadcasting System and the Canadian Radio Commission network.

Three programs which came in over the Columbia hook-up Saturday night and which will be regular shows are Chesterfield, Studebaker and Carborundum. Started Nov. 10.

Fire in Lynchburg

Lynchburg, Nov. 12.

Howlin Puckett, who does a news spot for WLVA, scopped his own station when fire caused a \$10,000 loss to the downtown studios last Wednesday night (7).

On his way home from a late date, Puckett saw smoke seeping out of the windows of the building. Puckett went upstairs to investigate and found the station, which had been closed several hours, in flames.

Fire department credited him with keeping down a nasty blaze on Main street. Fire was confined to the control room, but water poured through on the stock of a shoe store below, adding to the loss.

Station had just installed all new control equipment coincident with upping its power to 250 watts. Went on the air next morning as usual, employing duplicate equipment at the transmitter several miles from the downtown studio. Had to confine programs to records until temporary studio was set up.

Ross at Auto Show

Cleveland auto show is going in for the s. s. angle by booking a fashion show and Lanny Ross Jan. 12-19. Instead of name bands, etc.

The WTAM orchestra will supply the denouement, with Ross the headliner.

L.A. Times Denies Libel Blast at KNX In News Airing War

Los Angeles, Nov. 12.

Times-Mirror Company, publishers of the L. A. Times, has filed answer to the libel damage suit brought by Western Broadcast Company (KNX) in which the publishers deny that an editorial complained of was an effort to coerce the independent radio station into joining the local Press Radio Bureau for news broadcasts.

Defendants assert that the editorial characterized as defamatory was privileged, because it dealt critically and in good faith with a matter of public concern in commenting on the asserted practices and attitude of KNX in refusing to join the news ethering combination. Radio station complained that the Times had impugned its reliability and integrity.

TELEPHONE WIRES FOR WIP, WOL AND WCBM

Baltimore, Nov. 12.

American Broadcasting System's south-of-N. Y. portion, which encompasses stations WIP, Phila.; WOL, Washington, and WCBM, Balto., will get and send their chain programs over A. T. & T. wires, starting Dec. 1.

For the past three weeks the trio of southern stations have been unable to pipe programs out over the ABE, due to the refusal of the telephone company to carry anything that emanated over Western Union lines, wires of which company the southern stations have been using.

Murder Jury Disagrees

Zanesville, O., Nov. 12.

Nietral of Russell Swiger, 21, of charges of first degree murder will begin November 26. His first trial ended in jury disagreement.

Jury of seven men and five women was deadlocked over the death penalty for Swiger, a radio entertainer and orchestra musician, who confessed he killed Harold Fleming, filling station attendant.

Grace Mitchell, Pittsburgh radio entertainer, was called to testify for the defense.

G.M. DEFERS TO 'EM AS PATRONS

Modifies Policy on Free Ducats to Forestall Possible Criticism from Automobile-Buying Theatre World

BREAD-AND-BUTTER

To avoid any recriminations from the theatrical and concert interests General Motors is making it a point to limit audience at its Sunday night broadcasts to less than 1,000. Center theatre in Radio City, where the programs originate, holds over 3,000, but the manufacturing combine has drawn a line on the number of invitations and doesn't propose to budge from this figure for the balance of the series, 14 weeks.

In keeping the audience angle within bounds, General Motors is proceeding on the theory that good will won in one quarter may have an untoward effect in another. People in the theatre and picture producing business constitute an important proportion of car buyers and the less done to antagonize this element the better will it serve General Motors' purpose.

Auto center has decided to distribute as many tickets as were available to it last season when its concerts occupied NBC's largest studio in Radio City, which seats slightly less than 1,000. General Motors figured that it was entitled to this studio for the current series, but when Chase & Sanborn intervened and held that it had put in a prior bid for the layout, G.M. agreed to the alternative of moving into the Center.

Since the concert series started six weeks ago the demand for tickets has increased 800%, but the motor men are set upon keeping the admissions within the 1,000 mark. The main angle in which G.M. is interested is the make-up of the audience. It seeks to make sure that the audience represents a cross-section of all classes of car buyers, from high to low price customers.

King Band Drops MBS Sustaining As Lady Esther Co. Fears Overplug

Chicago, Nov. 12.

Wayne King band is dropping off the sustaining ride over the Mutual Broadcasting System after having given the WGN-WLW-WOL-WXYZ chain a twice-weekly program from Chicago for the past month. Will return to broadcasting sustaining programs exclusively for WGN, the Chicago Tribune station, from the Andrew Karsan Aragon ballroom.

Reason for the withdrawal from the Mutual system is the squawk from Al Cohn, president of the Lady Esther company which is paying King for six commercial broadcasts over both the National and Columbia chains. Cohn feared that the additional free rides on the Mutual wires was giving the public too much Wayne King and would react to the lessening of the King strength on the regular Lady Esther shows. It marks the first reported instance of a sponsor requesting a band to refrain from broadcasting on a sustaining hook-up while playing a ballroom, hotel or nightery.

However, the other Chicago bands on WGN and MBS, such as Jan Garber from the Tribune, Ted Weems from the Palmer House and Earl Burdett from the Drake will continue on the Mutual sustaining shows. Understood that MBS will pick up the Blackhawk restaurant in the loop as replacement for the lost King program.

Station Compensation Only Secret FCC Allows on Affiliates' Relations

Ford Concert's Shift

Ford will cancel competing for listener attention against General Motors Sunday nights after the Dec. 30 broadcast. Former account is slated to move out of the 8 to 9 p. m. EST spot on CBS and take the hour following.

Reallocation of Ford's time will necessitate shifting the Gulf Refining and Cream of Wheat (Alexander Woodcock) half-hours which follow one another to the 9 to 10 p. m. stretch. Lehn & Pink will use the hour vacated by Ford for its Eddie Cantor and 'Hall of Fame' stanzas.

Gertrude Stein, Her Mgr., NBC, CBS Have Diffs

Gertrude Stein, the Radcliffe College alumna who made herself a celeb in Paris and has just returned to the U.S.A. after 30 years, is in a jam with her lecture manager, Clark Getts. At least he was her manager, but she's changed her mind. Couple of prospective radio commercials involved.

NBC and CBS are also involved. Getts booked Stein with Columbia for four paid broadcasts, but Stein has accepted one NBC broadcast instead. CBS, after the word-alinger had disagreed with her manager, propositioned NBC to make the broadcast a joint affair between the two networks, but NBC said 'nay, nay.' CBS reminded NBC that in the George Bernard Shaw case CBS had allowed NBC to take the program despite an exclusive contract. It was still 'nay, nay.'

Stein in the women post who wrote, 'Alas, Alas, There is No Grass, Alas.'

Information is being gathered by the Federal Communications Commission on the contractual relations between networks and their affiliated stations. The purpose appears to be to determine the basic ownership of all stations in the country. Networks have been requested to forward such contract data to the Commission in Washington.

It is understood that the only matter that shall be excluded in the information sought from the networks is the station compensation or monetary clause to the networks.

No explanation for this exclusion is being given but so far as can be learned the Commission itself thought of this exclusion angle.

Network information would infer that there is a deeper significance to the Commission request than appears on the surface. Those who claim to know would infer that the Commission is readying for an inquiry into the radio broadcasting system of the country similar to that which is intended for the telephone industry and the A. T. & T.

It is as likely as not that the inquiries into both fields may be linked as one to determine the extent of domination which may exist in any direction on the part of the networks or the A. T. & T. on the individual stations.

Networks were busy during the past week querying its affiliates about the Commission's request for contract data and securing the individual stations' consent to ship the data to Washington, minus the monetary clause.

Any restraining clauses in the affiliated stations' contracts with the networks are bound to receive the particular attention of the Commission. That angle is one which is being watched by all sides and wondering what kind of interpretations may be placed on same by the Commission.

2 Midwest Political Radio Candidates Elected; 1 Defeated

Chicago, Nov. 12.

Two candidates for public office among radio workers in this vicinity were successful in the recent elections while one candidate missed. John Roskowski, who handles the Polish announcements on Ralph Atwood's WIND station in Gary, was elected State Senator to the Indiana Legislature. Fred Landis, who used to be on WRMB here as the Hoosier editor, was elected Congressman from the state of Indiana.

Ralph Lundquist, business manager of WCLF, was defeated in his attempt to become the criminal court clerk.

Uncle Bob at WIND

Chicago, Nov. 12.

First of the KYW class to get set in a new connection, now that the station is moving to Philadelphia on Dec. 2, is Uncle Bob (Walter Wilson). Goes to the Ralph Atwood WIND outlet in Gary.

Hearst Herald and Examiner here is negotiating with WIND to continue the weekly reading of the Sunday comic section by Uncle Bob. Besides the Sunday comic reading, Uncle Bob will do his regular 'keep off the street' program.

WLW Grooms the Skids

Cincinnati, Nov. 12.

Fresh batch of mixed vocal talent due at WLW this week, to replace five departing pipsters. Outgoers are Franklin Benn and Wilson Lane, tenors; Alton Sachs, bass; Katharine Bond, contralto, and Jimmy Arlen, crooner.

WLW being coy in revealing names of new talent until hitting the air.

KETTEWELL, FIZDALE IN ABS CHI SPOT OFFICE

John Kettewell has been appointed western sales director for ABS chain with headquarters in Chicago. Tom Fizdale also joins this new office as publicity director. Both are former newspaper men. Fizdale has worked for NBC in Chicago and recently been operating a talent publicity service.

Drug Store Man's Bid

Charlotte, N. C., Nov. 12. J. A. Hart, High Point drug store operator, and Wayne Nelson, J. & W. Grocers, have made application to the Federal Radio Commission for a permit to erect and operate a station on local channel frequency at High Point, which is 18 miles from Greensboro.

They ask for a daytime schedule only, with 100 watt power and 1,200 kilocycle channel. The studio and transmitter would be in the Southern Furniture Exposition building and will cost \$7,000. The station does not expect to obtain chain broadcast connections.

WJW, Akron, is starting a new program with Leo Weitzel's orchestra. Goes on 9:30 p.m. Mondays.

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

Outstanding Stunts

WOMEN'S WEEK TIE-UP
KSTR, MINNEAPOLIS-ST. PAUL

NOISELESS WAGONS
NATIONAL HORSE SHOW
BORDEN MILK COMPANY

Showing Mrs. Harrison How

Minneapolis. Fannie Hurst, Amelia Earhart and Princess Krupnik are among the lady spiccers looked by Clark Kett, New York manager, for the Women's Week shindig promoted for the Minneapolis Auditorium Thanksgiving week by Anna Pitt, women's dean at the University of Minnesota.

Event is intended to show Mrs. Oliver Harrison, Manhattan promoter of the Women's Arts and Industries Exposition, how the west does such things. It's a first time for Minneapolis.

Station KSTR, Minneapolis, and the Minneapolis Journal are co-sponsors of the stunt which will agitate the community in a big way. It is anticipated. Exposition will be flanked by the sale of space to exhibitors. Invitations extended to Mrs. Roosevelt and other high voltage femmes.

Noiseless Milk Stunt

Not precisely a radio stunt but pulled by an advertiser that also uses the air and suspended in violation in various communities is the Borden Milk company display in the National Horse Show at Madison Square Garden. Borden is gathering beaucoup publicity through a "milk ride" of 12 rubber-tired milk wagons of a brand-new not-yet-in-use delivery wagon designed to reduce milk delivery noise by 90%. These wagons have pneumatic tires, ball bearings, horses shod with rubber horseshoes. Their appearance in the Garden in spic-and-span harness made a great flash.

As the wagons go into use in other cities it is presumed they will make stations may tie-in with public demonstrations. Horse shows of course are a push-over but if there is no equine exhibition handy the resourceful radio showman will find substitution methods. At the least there can be ceremonies on Main Street described over the air by a station spellbinder. Milk companies are generally good advertisers since the business is competitive.

Mobs-Believe You Real

Des Moines. KRO's switchboard telephones at the local airport hummed with requests for the exact arrival time of "Tim and Irene," sustaining on the busy network, who are doing a "Gilly Road Show," and announced the Des Moines airport listeners didn't realize they expected to do the local air-port from the New York studio.

Indian Tribes Stuff

Des Moines. "Uncle Dutch Schmidt," who is handling the kid sat. morning shows for KRO, rounded up at the Kansas Indians, who are doing a "Gilly Road Show," and announced the Des Moines airport listeners didn't realize they expected to do the local air-port from the New York studio.

Charity Exploitation

Lancaster, Pa. Devoing a program a day for two weeks was Station WFLC's contribution to the local Welfare Drive launched Thursday (11) and to continue until Nov. 17.

Opening gun in campaign, which is using more radio than ever before in its year, fired by President Judge Benl. C. Atos of local courts. Series, being supervised by station staff, includes all-nighters and speeches with much of the scripting being done by the staff.

Real Estate Note

On Director Bradley's regular Saturday afternoon Tourist Bureau program over WCCO several weeks ago, he mentioned that lakehouses here are available to anyone for \$15 a year rental in the Chippewa National Forest area.

Result: as swamped was the post-office at Chase Lake, Minn., the order to answer the myriad requests and applications which flocked in the U. S. Forest Service had to get out a special mimeographed letter.

Reporting a Massacre

Hialeah, Fla. Capitalizing on the section's most sensational news hook, the station, station WASH here was on the air (6) with the lurid details of the now famous Keyhole massacre before the machine guns had cooled in the killer's hands.

Plotting the amazing story to startled listeners, WASH, escaped every

other news-gathering agency in the section and then turned around and rescripted the story of the death (7) of the latest victim of the assault.

When members of the opposition as alleged to have turned gunman and fired into the ranks of the Democratic parade in the little mining town, it was WASH, which got the story first. The station interpreted a program to send out the flash, and Jimmy Peiser was assigned to cover the story for the station. He rushed to the scene, gathered in the details and called the office by phone. Before reporters on the spot had finished phoning their story to the office, Peiser's findings were on the air. The man who received the message had a mike at his side and repeated the details into the air.

Immediately the station was swamped with calls from a dozen of small mining towns in the vicinity. All wanted further information, and called the announcing chief back to the station to go on the air with a vivid description of the scene as it unfolded. Peiser described it. Peiser described scenes at the point of the spot where the parade was riddled by the crossfire of machine guns, at the State Police barracks, and the hospitals, all of which he had visited.

Yiddish Services

New York. On Friday evenings from 8:30 to 9 WBNX, Bronx, presents Yiddish services. In addition to the services which come from the reformed temple, there is an organ recital and a Yiddish radio control. Harry Horwich handles this part of the hour. This is the only station in the metropolitan district carrying such a religious program.

Film Premiere Broadcast

Pittsburgh. Novel broadcast by WWVW used here in exploiting the Anna Held flicker, "We Live Again," the night before it opened at the Penn. Program was of half hour length, starting at 10:46, and got some reaction.

United Artists exchange, working in conjunction with station, arranged to have picture screened for critics and a few invited guests at the Variety Club theatrical organization. Remote control line was run into tap room of club and following the film, guests repaired to the downstairs for drinks and eats. Budapest Gypsies, string ensemble, played Russian music throughout broadcast with a little live club gal, Tanya, singing gypsy anthems in the native tongue.

In meantime Walt Fromer, handling the broadcast, described different scenes from picture and called on critics and others for a few words on what they thought of it. Radio editors were also there, right about broadcast getting them as much as prospect of seeing "We Live Again."

Theatre Tie-Up

Pittsburgh. Stanley theatre tied in with Pittsburgh's Ford Dealers on engagement of "Warrior's Penetration," a two and three-sheet space in the V8 agencies. Dealers all blasted via their windows and showrooms about the picture, and the Stanley and plugged it with a number of lesser malemanish ideas.

One was distribution of tickets for "Warrior's Penetration," which emanate from here Thursday night (15) via WJAE. Figuring studio toner, WJAE will broadcast from auditorium, or Chamber of Commerce building, and most of tickets are in hands of different agencies in this district.

New Kind of Sandwichman

Cedar Rapids. Attention of KWCR aroused when Jack Tager, owner of Jack's store, called in a one minute announcement on sporting goods and showed up for initial broadcast attired in complete hunting outfit. Jack walked through town to station, attired in a deer jacket, hunting cap, and boots, totting new shotgun on his shoulder. Curious natives speculating on his hunting outfit, and the station, in studio, and stayed through announcement.

Stunt elicited so well Yager purchased 16-minute weekly program in addition to one minute spot daily.

Veteran Stuff

New York. Earl Harper, WINC sports commentator, devotee from his usual athletic recitals to direct activities for his Friends of the Veteran club in order to obtain magazines, books and other paraphernalia for the disabled vet at the Kingsbridge hospital in the Bronx. Radio audience has responded well to this program and poster now includes over 1,000 names ready to keep supply up to date.

Recently some of the disabled

STATION PORTRAIT

WGSP, EVANVILLE, IND.

500 watts. Locally owned. Staggered broadcast minutes. Mostly local sponsors. A few national advertisers occasionally. Pathfinder Magazine conductor and patent medicine wonder waters. Talent on was mostly but some prior talent around. One station announcer specializes on stunts. Uses a noonday question-and-answer merchandizing gag on sidewalk in front of shops of different advertisers. Has a microphone at city police court each morning. Often the testimony makes standing platform for radio-family bawls, drama, etc.

Some of the political talks disguised as interviews. Uses classified dept. technique on one program for theatres, markets, etc. Most popular show is Heine Dingelhoffers German Band sponsored by drug house. Merchant sponsors presenting wishes. George Van Horn makes daily resume of news. Martha Lee Furry has Children's story period. There's a "professor" who answers questions and sends a leaflet for \$1. Local Rescue Mission on Sunday evenings. Studio in the Chamber of Commerce Building. Clarence Litch is head man.

atenders also expressed a desire to visit the Memorial Day services at Pelham park. Harper gave this out over the air, and 30 members came forward and offered to lend their cars for transportation to and from the program.

You'll Just Love It!

Cedar Rapids. How to present a cemetery advertising program had the boys on KWCR staff stumped. Cedar Memorial, a modern burial ground of ultra-landscaping type, was in position to purchase time. Staff finally hit on idea of building program around funeral garden of memory, with orchestra and vocal ensemble offering old-time songs in peaceful harmony.

Selections tied in with commercial copy describing "Love's beautiful" Memorial Day services. Cedar Memorial Cards. Care being taken to refer to cemetery as "last resting place." Diplomatic presentation has guarded against offense and program is getting over.

Tragedy Amidst Royalty

New York City. "Historical Oddities" latest WBNX feature for its Monday night hour, with a leaning toward the gruesome and fantastic facts of the dark ages. First story was "The King Who Died From Too Much Silliness," retelling the life of Philip the Third of Spain. Subsequent tales include the gory account of Ines de Castro of Portugal. The "Queen Who Died From Too Much Silliness" and also the mass of the female Rube Goldberg, Queen Frederica of "The Queen Who Murdered 16 Kings." Maryline Brown, commentator, says this study series is an American with an Oxford drawl having acquired this during his travels and stage experience.

WBAL's Brochure

Baltimore. WBAL has published, as a merchandising effort, a glossy brochure which it distributes among the retailers all over town and also into the countryside. The pamphlet lists all the sponsored programs carried over the station, the type they are, etc. Station, in the copy that precedes the brochure, tells the retail merchants to become acquainted personally with the programs sponsored by the manufacturers of the products each one handles, hinting that in that way they can keep space trends.

Station offers to assist at any time a retailer willing to set up a window, floor or counter display that might help him capitalize on the radio program some manufacturer sponsors. Station also advises the retailer that by keeping up himself with the programs WBAL carries he puts himself in a better position to talk 'em up to his customers.

Ants in Pants

Charlotte, N. C. WBT has applied for a license for "I Can't Dance I Got Ants in My Pants." Recently when the MRH Brothers and Ting Bradshaw were here for a dance engagement and WBT was up for the dance floor the four brothers plugged into the ants and pants number. The control room cut it and there was a piano ill-invent the number. Manager of the band, Schindl, says station received several telephone calls of thanks for the cut.

BRIDGEPORT

Fairfield County Retail Grocers' Association, 100. Big story man, 15 mins. 5:45 p.m. Wednesdays, for 18 weeks. WICC.

George S. Clark (Paradise), announcements, 15-word spots, three times daily, renewed monthly. WICC. Johnson Educator Discard, sport flash, 100 words, 5:30 p.m. daily for six months. WICC. O'Brien's (clothing), time signal, 1:20 p.m. daily for 52 weeks. WICC. Ross Travel Bureau, announcements, 1:45 p.m. Wednesdays, for 52 weeks. WICC. Sears-Robuch & Co., 15-word out-going, four times a day for 52 weeks. WICC.

MILWAUKEE

Matheson-Kremona Company, Clinton, Ill., spot announcements. WTMJ.

New York, series of 23 announcements. WTMJ.

Phillips Petroleum Company, Dartmouth, Ohio, series of 120 one-minute transmissions. WTMJ.

A. C. G. Company, New Haven, Conn., series of eight 15-minute transmissions. WTMJ.

WINSTON-SALEM, N. C.

Lor Eye, five minute classical transcription Tuesday and Friday for 24 weeks. World Broadcasting System. WJSL.

La Gardine, five minute program Tuesday, Wednesday, Thursday and Friday for 24 weeks. World Broadcasting System. WJSL.

Reynolds Grill, renewed daily spot announcement for six months. Placed locally. WJSL.

United Automotive, daily spot announcement for one month. Placed locally. WJSL.

Margaret Morris Shop, daily spot announcement for one month. Placed locally. WJSL.

Eleanor Dress Shop, daily spot announcement for one month. Placed locally. WJSL.

Sears Roebuck and Company, renewed spot announcement daily for one month. Placed locally. WJSL.

Carroll-Greene Cold Company, renewed daily spot announcement for six months. Placed locally. WJSL.

Central Cadillac-Landis Company, renewed daily weather report for six months. Placed locally. WJSL.

Jewel Hat Shop, daily spot announcement for one month. Placed locally. WJSL.

Kappa's Jewelry Shop, daily spot announcement for one month. Placed locally. WJSL.

Rosetta's, 30-minute program on Sundays for 13 weeks. Placed locally. WJSL.

Reynolds, 15-minute program on Sundays for 13 weeks. Placed locally. WJSL.

High Street, three 15-minute programs each week to be augmented for 30 days by daily spot announcements. Placed locally. WJSL.

NASHVILLE

Was Muhl Co., Port Worth, Texas, one 15-min. program 7 to 7:15 p.m. Nov. 4. Gunther-Bradford Co., Chicago. WBN.

Vick Chemical Co., Greengrove, N. C., 30-word announcement, 15 times, two day-line and 1 night-line, daily except Sunday, beginning Nov. 1. Morse International, New York City. WBN.

Glen J. 4:45 to 5 a.m., 55 times, beginning Jan. 1. Mon. Tues. Wed. Thurs. Fri. Philip O. Palmer & Co., Chicago. WBN.

LOS ANGELES

Fossard Film Group, Monday and Friday, 4:45 to 5 p.m. Tom Wallace agency. KXK.

Wander Co. (Overline), Monday to Friday, 5:45 to 6 p.m. dms "Little Orphan Annie," beginning Nov. 13. Blackett-Sampson-Hammer. KXK.

Stevling Co., Saturday, 5:45 to 6 p.m., "Barn Dances," Wednesday, 5:15 to 5:30 p.m., Loyd Underwood and his band, cowboys. Health-Rosch, Inc. KXK.

NEW YORK CITY

E. S. Foods Co., 15 mins. on Fridays for period of three months, featuring musical programs. WBNX.

Genoa Specialty Rubing Co., 15 mins. on Saturdays, 1 to 1:15 p.m. Sachs Quality Furniture Co., Wednesdays and Thursdays, with a children's program, running for six months. WBNX.

Reddest Restaurant, nightly broadcast for period of three months. WBNX.

CEAR RAPIDS, IA.

Armstrong Clothing Company, complete election returns, four hours, Nov. 6. KWCR.

Cedar Memorial Park, 15 minutes each Sunday, for 52 weeks. KWCR.

Jack's Store, 10-minute program each Friday noon. KWCR.

Lansett Studio, 35 30-word spots. KWCR.

Kutermann's, 55 30-word spots. KWCR.

Tom May Laundry, three 30-word spots. KWCR.

announcements a week, for two weeks. KWCR.

Phillips Petroleum, 30 one-minute transmissions, to run Monday, Wednesday and Friday. Through World Broadcasting System. KWCR.

La Gardine, 55 five-minute transmissions, running Tuesday, Wednesday, Thursday and Friday. Through World Broadcasting System. KWCR.

Okino's, Inc., 55 30-word announcements. KWCR.

Vicks Chemical Co., 55 100-word spots. Through Morse International, Inc. KWCR.

Lor-Eye Products, 55 five-minute transmissions, running Tuesday and Thursday. Through World Broadcasting System. KWCR.

SALEM, OREGON

U. S. Shipley Company, 15-minute program, daily, one month. WJSL.

New Salem Coffee Shop, 15 minute program, daily, six months. KSLM.

SAN ANTONIO

Wilford Tabbet Company, 15 five-hour electrical transmissions. First United Broadcasters, Chicago. WOAI.

Vick Chemical Company, 30 one-hour electrical transmissions. Morse International, New York City. WOAI.

Calman Lamp & Store Company, 30 one-hour electrical transmissions. Placed direct. WOAI.

WHITE PLAINS

Garcia Maize & Co., Inc., spot announcements for period of four weeks. Placed through Associated Broadcast Advertising Company. WFAA.

Compagnie Grocers, announcements for 16 weeks. WFAA.

Vera Bonville, fashion talks, one five-minute program weekly for period of five weeks. WFAA.

Dr. G. Glenn Hall, series of short talks on care of the feet. WFAA.

Dr. Harry Berglund, four announcements weekly for period of five weeks. WFAA.

HARTFORD

Auto Two Co., 15 15-min. broadcasts, "Ask Me Another," started Oct. 13, placed direct. WTC.

Gold Best Co., 15 15-min. day-time announcements, twice a day, placed by Ratton, Barton, Durstins & Osborn. WTC.

Reynolds Out Co. of Connecticut, 15 15-min. transmissions, "Makers of History," placed by Hammer Advertising Co. WTC.

Roscoe Miller Miting Co., 15 15-min. day-time broadcasts, two a week, starting Tom transcription, placed by Mitchell Advertising Co. WTC.

Cryder Kruger Brewing Co., three announcements daily for 13 weeks, placed by R. W. agency, advertising beer products. WTC.

Columbus Lamp Co., straight announcements on an indefinite schedule, placed by Rutherford & Ryan. WTC.

Packard Motor Co. of New York, 14 Charles Horn announcements, placed by Rutherford & Ryan. WTC.

Diamond Sales, direct, straight announcements for indefinite period, placed by Hammer Advertising Co. WTC.

Key Crosby Store, 100 announcements during December on WJSL, placed by Hammer Advertising Co. WTC.

SEATTLE

Seaver Co. announcement each Sunday over KJL, from Nov. 9 to run indefinitely. Carl Art agency.

J. S. Davis, three 15-min. financial digest programs a week; started Nov. 13 to run indefinitely. WJSL.

Oppenheimer, 3-min. V. I. Kraft agency.

Consolidated Dairy Products, series of 18 announcements, Nov. 9 to Jan. 24, starting a Proctor. KOMO and KJR.

Commercial Fire Co., series of 25 announcements over KOMO between Nov. 11 and Jan. 15. Brad, Wany & Co.

Faber Hardware, quarter-hour dig, "Building McConnell," each Thursday. WJSL.

West Coast Fuel Co., series of 18 announcements, running two a week, Oct. 30 to April 26. Atkins Adv. Agency. WJSL.

Vick Chemical Co., three announcements daily, except Sunday, over KOMO, Nov. 1-14. Morse International Co.

Chris Soap, five 8-min. dms over KOL, between Nov. 1-29. Norwood Talle agency.

Sakora's, 300 announcements to be used between Nov. 13 and Nov. 14. KOL.

Robert Clark Co., quarter-hour shopping program three days a week for one year. KOL.

Boat's, four 15-min dms on KOL between Nov. 4-8. Pearce Knowles agency.

Moss Glow Cosmetics, 100-word announcement over KOL, Nov. 13-17. Walter Biddle agency.

Glaucus, Inc., sponsorship of election returns on Nov. 6. KOL.

Rhodes Dept. Store, 15-min. program on Nov. 18. KOL.

Reedwood, 30-min. (department store), series of 25 quarter-hour dms, "Comedy Capers" as KOL, starting Nov. 14.

Songwriter Turns Economist, Tells FCC Radio As Is Hurts Recovery

Irving Conner, the songwriter, has turned economist. He has gathered facts and figures to support a theory that radio advertising as practiced in America under drug, cosmetic, cigaret, chewing gum and similar domination is actually at cross-purposes with the NRA's efforts to stimulate purchasing power. These chief users and principal beneficiaries of broadcasting also happen to be the industries employing the smallest proportionate amount of labor in the manufacturing processes, Conner argues.

Crux of the Conner argument presented before the Federal Communications Commission in Washington on Thursday (8) is that radio develops sedentary stay-at-home habits to the injury of the purchasing power expended when people seek diversion afield.

In his address before the Commission, the songwriter-economist said in part:

"The programs of one network began at 6:15 a.m. and ran until past midnight without interruption. On the other, the program began at 7:30 a.m., and continued uninterrupted until one-thirty the following morning. For sixteen hours a day, seven days a week, and 365 days a year, you have but to twist your wrist and you are entertained."

"To enjoy the benefit of this 'gift' only one condition is implied—and that is that you stay at home and listen. The success of radio and the forming of the sedentary habit are inextricably inter-dependent. Bearing this in mind let us see what sacrifices we are compelled to make in order to receive gratis one hour of radio entertainment."

"It has been estimated that the audience for a popular radio hour is

somewhere between 15,000,000-20,000,000 people. In other words, taking the lesser figure as our guide, 15,000,000 persons are kept inactive for one hour, or 15,000,000 hours are being expended on this program alone. This is but one network. Computing the audiences of all other networks and local independent stations: as another 25,000,000 for each hour, it gives us a total of 40,000,000 hours spent ineffectively as the price paid for this one hour's free entertainment. Statistics inform us that the average daily use of the 15,000,000 radios in the United States is two and one-half hours. This means that 40,000,000 people are giving up each day, two and one-half hours to their radios, which in turn, gives us a figure of 100,000,000 hours per day taken out of the lives of the average American—190,000,000 hours of inactivity. For two and one-half hours each day 40,000,000 people are busy at their dials, and while thus engaged, they cannot walk down the shop-lined Main street, wear out their shoes, or their wearing apparel; nor can they ride the highways in their automobiles, with the attendant consumption of gasoline, tires, wear on engine, etc.

Radio's Ba-bhones
The three industries whose financial subsidies are practically the backbone of the radio industry are cigarets and cigarets, perfumes and cosmetics, and patent food products.

Cigar and cigarette industry as revealed by Government tables, employed (in 1933) about \$1,000,000,000 in wages, approximately \$60,000,000, creating a product of a value of \$1,070,000,000. On the basis of these figures, calculation shows that the industry employs one man to create a product of the value of \$18,000, and they also show that the ratio of the wages paid, to the value of the product, is a bare four percent.

"It is no mere coincidence that just those very industries that employ relatively the least number of men and pay the least amount of wages, and thereby contribute least to the social wealth, are just the very ones that can afford the millions it takes to use radio as an advertising medium."

"It is thus demonstrated that the American people cannot remain content and listen to their radios, keeping them from visiting public places, and keeping their shoes, their clothing, their automobiles, etc., from wearing out, and yet expect jobs to be created to supply more suits, more shoes, more automobiles, etc., when they themselves, by remaining inactive, have destroyed the necessity for the demand. That is the price paid for 'free' entertainment."

"I'll stay home and kill the night by listening to So-and-So's," is a phrase you often hear. Think of it: kill the night—killing time—killing sales—killing dealers."

"And as to the voracious industries that use the radio to exploit their products, we might remind them that silence is, indeed, golden—not only figuratively but, in this instance, practically. The advertising and entertainment value of a program following a night of silence would unquestionably be enhanced. Does this point need elaboration? Would not an occasional twenty-four hours of entertainment abstinence tend to increase the effectiveness of the next day's programs? And during this holiday from dial-spinning, our nation of 'litters' might take occasion to look into shop-windows and acquaint themselves with the very products that they are so fond of but which, thanks to the sponsor, they have had no little time with which to exercise the instinct to buy."

"We are the only country in the world that permits—with a minimum of restriction—broadcasting for advertising purposes. I reiterate it is not for me to say now and in this paper whether or not we are acting wisely in so doing. As stated at the outset, I am aware of many of the benefits that come from the subsidies thus received. But I do believe that with typical American enthusiasm we have permitted abuses to develop in connection with radio that are worthy of the immediate attention of our best minds. We are spending too much of our time sitting down. Let us take a little walk. Let us take a little ride!"

Frankenstein

Hollywood, Nov. 18.
Having started a young real estate boom by publicizing plans of a new studio for NBC here, Dan Gilman, coast chief for the web, has bought a new car so as to make a quick get-away when the subdividers mob up on him.

Cuban Telephone Tolls Established; CMAF 1st To Accept New Rates

Havana, Nov. 8.
At last the Cuban Telephone Co., having cleared its trouble with its employees' strike, has announced the tariff for radio remote control broadcast.

For a wire from studio to plant, \$4 monthly per kilometer. For the installation, \$25, and \$15 for the qualification and, besides, \$15 monthly for each direct telephone between the plant and the studios. The minimum charge will be \$25 for any distance.

These prices are o.k. for the monthly charge between studio and plant, but broadcasters say it means too much money for side broadcast. First customer is CMAF, which, under new ownership, signed a contract with Las Precios Piles dept. store for two hours daily by remote control, and will also install studios at the building, as the plant is far out of the city in Marianna.

Cuban Telephone Co. not expected to open up its own section CMO for a while yet.

HAPPY DAYS IN BALTO

WBAL Signs Five Sponsors in One Week—Record

Baltimore, Nov. 18.
WBAL last week signed five commercial accounts, more than station or any other station in Balto ever snagged in one week.

Arrow Beer started last Saturday (10) with a musical scoreband running 15 mins, and embracing Bob Luik's orchestra, a quartet, and the reading off of football scores. Program will run four weeks, or till expiration of football season.

B. & N. Katz, burg's biggest jewelry firm, starts current week with a once-weekly 15-min. period, "Diamond Drama," a varied program. Gas & Electric Company (owner of station WBAL) also starts a program rolling currently, that will hit the air every Monday night for half-hour. Police Rules and a 15-piece military band will supply the entertainment.

May Co. department store, will b.r. a daily am. 15-min. shot "Over the Coffee Cup," program of human interest piloted by Mild Lee, announcer to local broadcasting drama. Steiny Realized series of 15 hour-hour periods Sundays will be sponsored by Hecht Bros. furniture firm.

Pluto Silent

Chicago, Nov. 18.
Kantor agency is cancelling all Pluto ether accounts around the country, both on shows and announcements. Figures to be clear of all stations by late next week. Kantor campaign had tied in Pluto and French Lick Springs on a general campaign. With winter coming on that can't use any need for continued Springs hotel plugging. Scheduled to return to the air late in January to start drumming up some spring and summer trade.

Joan Goldkette Set

Joan Goldkette, the Detroit maestro, is set at WOR as a house maestro. Station is giving him a bulldozer with a large combination of about 15 pieces. Goldkette will also be featured as a concert pianist in which field he is prominent besides dance-maestro.

KFJR Gets Break

Portland, Ore., Nov. 18.
Blackett-Sample-Hummert agency has picked station KFJR here to broadcast their transcription of "Little Orphan Annie" for Ovaltine. This will be the first small station here to get such an account. KFJR is a 100-watt.

Cregonian station KGW had this program for some time. The program will be broadcast five times a week.

Here and There

(Continued from page 18)
last drill, switches from WXYZ to Station WWJ (the Detroit News) for his nightly broadcast, starting Monday night.

Dell Adams of CKLW, Detroit-Windsor station, has been chosen as representative of the Detroit area for the Open House programs this season emanating from New York.

George Mills made merchandise manager of sales staff of WHK, Cleveland.

Doc Whipple taking over organ spot at WTAM, Cleveland, for Hector Lee Taylor, who's laid up with infected finger.

Russ Lyons and George Duffy first Cleveland bands to get on NBC blue net through WTAM this season.

Tom Currier, of Cleveland team of Hum and Strum, buying gift cigars for WTAM-ers. It's an eight-pound baby girl.

Martha and Mat, morning patter team over NBC, joining WTAM's Cleveland staff Dec. 1.

WFBI, Syracuse. Local business this fall shows an increase of 20% over last year.

Dick Pack, 18-year-old dramatic critic, airing his reactions over WERX, New York.

Bill Scher, transmission station engineer at WCAE, Pittsburgh, has been transferred to WINS, New York.

Joe Fisher, Pittsburgh boy, has signed with Burt Lown as vocalist.

Johnny Marvin, WGY's "lonesome singer," jumped to Detroit to play a theatre engagement, which was

plugged on the air from Schenectady.

WMAE, Macon, Ga., has purchased 30 lots as site for its new transmitter and radio centre.

KFBB, Great Falls, Mont., recently celebrated its 13th birthday anniversary.

Henry Madley will be guest conductor for General Motors broadcast Sunday nights. Date far off, however.

Mary Williamson, of the New York World-Tele radio department, is sitting at the Essex County hospital in Belleville, N. J.

Patti Piskant, youngest of the trio, will play the ingenue lead in Eddie Dowling's forthcoming musical, "Thumbin' Up."

Carl Everson, now program manager at WHK. Former duties as announcer and night manager handled by Martin Howin.

Ted Mills and Douglas Blair are the latest additions to the production staff at KTRH, Houston.

Jessie Milburn, announcer, has returned from KLRA to WACO, Waco, Texas.

Irvin Gross, of Merchandising Service at WHK, Cleveland, has joined the staff of WFAA, Dallas.

Harry Sutton, Jr., former program director for CKLW, Detroit, WSPD, Toledo, and WYVA, Wheeling, has joined the production staff of WXYZ, Detroit.

Countess Olga Albani remaining in Chicago for series of appearances with Charles Previn's Real Bill program. Will commute by air between Chicago and New York for other dates, including her recordings.

"SHOOT! IF YOU MUST THIS OLD GREY HEAD

BUT THIS IS THE TRUTH, BY GARI!" he said!

When a representative of ERNST & ERNST (the internationally recognized firm of Auditors and Accountants) placed their survey before us we smiled—quizzically, we thought—and he responded as above.

FOR THIS SURVEY OF 20,408 TWIN CITY FAMILIES U-P-S-E-T ALL THEORIES ABOUT W-H-E-N and W-H-E-R-E MINNEAPOLIS AND ST. PAUL L-I-S-T-E-N-I

HERE IS THE STORY IN TWO NUTSHELLS!

NUTSHELL No. 1

This survey conducted for seven consecutive days and nights, from 7:00 A.M. to 11:00 P.M., REVEALED these 14-hour PERCENTAGES OF LISTENERS tuned in on these stations:

KSTP	51%
Station B	15%
Station C	6%
Station D	4%
Other Stations	2%
	100%

INTERESTING, isn't it? And VALUABLE TO YOU, no doubt! The proof is in the certified copy of this survey, which is available for your inspection at each of our branch offices. And for certified facts on which to base your expenditures in the Minneapolis-St. Paul trade area, just ask: FORD BILLINGS, General Sales Manager, KSTP, Minneapolis, Minn., or our NATIONAL REPRESENTATIVES: in NEW YORK—Paul H. Rayner Co.; and in CHICAGO, DETROIT, SAN FRANCISCO—Greig, Blair & Spight, Inc.

KSTP

MINNEAPOLIS—ST. PAUL
DOMINATES THE 9TH U. S. RETAIL MARKET

In Order to Clear Up Any
Confusion . . .

The Greek Character

"PARKYAKAKAS"

with

EDDIE CANTOR

On the Chase & Southern Radio Hour

IS

HARRY EINSTEIN

WARNING! to all motion picture producers.

Theatre Owners
Radio Stations
And All Others Concerned!

The name "PARKYAKAKAS" is duly registered and can only be used by HARRY EINSTEIN. Anyone else using this name does so illegally and legal action will immediately follow.

For the opportunity of presenting the character "Parky" I want to thank EDDIE CANTOR, Radio's Greatest Showman, whose wisdom, help and advice, is deeply appreciated.
(Signed) Harry Einstein

EDDIE
PEABODY

The Instrumental Rhythm

6th Season Engagement to
Popular Demand
Week of Nov. 19
ROXY THEATRE
NEW YORK, N. Y.

Directed by
WARNER BROS. PICTURES
MUSIC

Personal Direction
Harold F. Kane
RKO Artists Service

COMMERCIALS

WEEK OF NOV. 13-19

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.

All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

ACME PAINT
6:30-8:00-WABC
12:30-1:30-WABC
Spilling McConell
Holt, H. & Son

AMERICAN RADIOAST
7:30-8:00-WABC
Queen, Marie
"Blaker"

AMERICAN BOLLING HILLS
8:00-8:30-WABC
Frank Simon Ore
Bonnet, Chapple
H. B. D. & C.

ARMOR
8:00-8:30-WABC
Phil Baker
Martha Moore
Harry McLaughlin
Leon Deane Ore
Lena & Thomas

ASPHALT-SEAL
8:00-8:30-WABC
Charles Hachett
J. Pasternack Ore
H. B. D. & C.

B. T. DADDY
1:30-2:00-WABC
Mary Small
Wm. Wilson
John H. Brown
Henderson Trio
Peck

BRACHMUT
7:30-8:00-WABC
Burgess Horeth
Madeline Kennedy
"McDonald"

CHOCOLATE
8:00-8:30-WABC
Beverly Marshall
Winifred Leeson
Graham & Arden
Victor Arden's Ore
"Blackett"

BLUE COIL
8:00-8:30-WABC
"The Shadow"
Frank Beadick
"Rutherford"

BORDEN
10:30-11:00-WABC
"16 Mile, 16 Miles"
Mark Warner

11:00-11:30-WABC
John Thum
Young & Rubicam
Borden

8:00-8:30-WABC
"Explorers" Pre-
sent
Capt. J. P. Barker
"Dion"

A. B. BOWLES
(Floor Wax)
8:00-8:30-WABC
Irving Kaufman
"Blackburn"

BREKFRACHE
8:00-8:30-WABC
Anthony Frome
Alvina Buck
"McCann-Bell"

BRILL
8:00-8:30-WABC
Tito Quiser
Harp Shonohs
"F. Freeling"

CLARKE-STEVEN
8:00-8:30-WABC
(Hj) Hapton
(Hj) Hapton

8:00-8:30-WABC
Fred Allen
Portland Hoffs
Jack Smart
Lionel Stander
Bilou Douglas
Irvin Delmore
Marnie Pious
James Melton
Louise Hatten
"Benton & Gorn"

CAMPANA
8:00-8:30-WABC
"Grand Hotel"
Ann Seymour
Don Annelle

10:30-11:00-WABC
"First Night"
John Meredith
Don Annelle
Carlton Decker
Cliff Bonnier
H. H. H. & C.
"Anthony Moore"

CAMPBELL
(Soup)
8:00-8:30-WABC
"Hollywood Hotel"
Dick Powell
Jane Williams
Louella Parsons
Ted Fio-Rito Ore
Wm. O'Neil
M. Brendel
"Carole Lombard"
"F. W. Armstrong"

CARDWELL
8:00-8:30-WABC
Edward D'Amore
Francis Hornum
H. B. D. & C.

CARLSBAD
(Seltzer)
8:00-8:30-WABC
"16 Mile, 16 Miles"
"F. W. Armstrong"

8:00-8:30-WABC
Rod Arford
Ruth Everett
Harvill Knox
Lew White
Louis Kutzman Ore
"Kieserling"

EMERSON GILL
AND HIS
HOTEL WEBSTER HALL
DETROIT
MCA DIRECTION

Columbia Broadcasting System
Presents

GEORGE GIVOT

THE GREEK AMBASSADOR
OF GOOD WILL

Every Tuesday, 10:30-11 P.M.

Coast-to-Coast

Patented Circuit
SERIALS
1111 Broadway, New York

N.B.C. Presents

HARRY SALTER

MUSICAL DIRECTOR

On General Foods Hour for
Lenny Ross' "Log Cabin Inn"

WED.-8:30 P.M.
WJZ

ROY FOX

AND HIS
BAND

ON TOUR

B.B.C. NETWORK

Columbia Broadcasting System
Presents

THOMAS "FATS" WALLER

"Radio's Most Popular Little Animal"
Comedian, Pianist, Comedian,
Character Vocalist

On Entire Columbia Network
5 TIMES WEEKLY

New New Victor Recordings

Direction
PHIL FONGE

EMERSON GILL

AND HIS
HOTEL WEBSTER HALL
DETROIT
MCA DIRECTION

LEONARD SMITH

ON
PHILIP MORRIS

TUESDAY, WEAF AT 8 P. M.

Young & Rubicam
8:30-9:00-WABC
(Hachett)
Frank Hachett
Lena & Thomas
"Molana" n. J. J.
Joe Hachett

8:00-8:30-WABC
(Black Cabin Soap)
Lenny Ross
Harry Baker
"Hachett"

9:00-9:30-WABC
(Jell-O)
Jack Leary
Harry Leary
Don Deane Ore
Frank Thompson

10:00-10:30-WABC
(Coca-Cola)
"Byrd Expedition"
Mark Warner
"Young & Rubicam"

GENERAL MILLS
8:00-8:30-WABC
Jack Armstrong
All American Joy
4-Daily-WABC

10:30-11:00-WABC
"Betty & Bob"
Betty Churchill
Don Annelle
Betty Walker
Carl Erickson
Louis Ross

11:00-11:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
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11:30-12:00-WABC
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John H. Brown
John H. Brown

3:30-4:00-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

4:00-4:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

4:30-5:00-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

5:00-5:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

5:30-6:00-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

6:00-6:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

6:30-7:00-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

7:00-7:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

7:30-8:00-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

8:00-8:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

8:30-9:00-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

9:00-9:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

9:30-10:00-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

10:00-10:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

10:30-11:00-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

11:00-11:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

11:30-12:00-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

12:00-12:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

12:30-1:00-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

1:00-1:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

1:30-2:00-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

2:00-2:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

2:30-3:00-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H. Brown
John H. Brown

3:00-3:30-WABC
(Palmolive Soap)
W. A. Barker, Jr.
"H. H. H. & C."
John H. Brown
John H. Brown
John H

E. & Von W. Demands Exclusive Rights To Lyric Sheets; Mull Discontinuance

With the lyric publishing situation showing signs of getting out of bounds again, the music business is faced with the alternative of either cutting it out altogether or assigning the rights exclusively to a single publishing channel. Engels & Von Weismann, the firm of commercial counselors which took over the publication and distribution of the nickel folio from the Music Publishers' Protective Association, is demanding that it be granted this exclusive right in order to protect it from other magazines specializing in song lyrics.

Following the success of the MPPA 5c folio from the sales angle the Dell Publishing Co. popped up in the field with "Popular Songs," a dime mag devoted principally to the printing of song lyrics. Dell obtains its rights to republication from the music publishers direct, paying around \$50 a lyric. Engels & Von Weismann is not only asking for the exclusive right to such republications, but wants to deal with the publishers direct instead of through the MPPA and Songwriters' Protective Association. For permission to use the lyrics of songs controlled by members of these two organizations E. & Von W. has been paying the MPPA and the SPSA \$1,000 each a month. How this money is to be divided up has not to be solved by the two associations.

Competition

Competition that has developed among legitimate publishers of song lyrics is now giving the industry cause to question the value of the whole proposition to music publishers. MPPA's nickel folio was launched with the hope that it would serve as a propaganda medium toward boosting the sale of sheet music. It was turned over to Engels & Von Weismann so that this campaign could be continued without officially entangling the MPPA. What mainly prompted the MPPA in getting from under the nickel folio was the fact that its participation in a publishing venture did not jell with its status as a trade protective organization.

John G. Falco, chairman of the MPPA, in reviewing the lyric reprinting situation, declared the music industry was not interested in building up private property rights in song lyrics unless it was certain that collateral benefit would accrue for the songwriters. With the Engels & Von Weismann setup the music publishers, he said, control the entire editorial policy, but if music publishers make it a practice of selling their lyric rights to any publication that comes into the field the whole purpose of the original lyric proposition will be dissipated and the only alternative left will be for the industry to agree to shut down on all of them.

Performing Fees Up For Talks in Canada

Ottawa, Nov. 12.

Hon. C. H. Cahan, Canadian Secretary of State, has ward the protests of the Canadian Radio Broadcasting Commission and 19 independent radio stations in the Dominion against the Canadian Performing Rights Society over alleged excessive royalty charges, inequality, discrimination and non-payment fees for the right to produce copyrighted works now controlled by the society.

After hearing various complaints in his office, Cahan decided to withhold action for one month to enable the parties to come to an agreement regarding fixed fees, otherwise the radio stations will apply for a Royal Commission to investigate schedules and rights of the Performing Rights Society. This can be done under the Canadian Copyrights Act.

Some 25 broadcasting stations in the Dominion, including six studios of the government's own Radio Board, have combined to lay the complaints regarding the society.

Scott Fisher goes into the Park Central Nov. 24. He replaces Harry Satter, who asked for his release after the management objected to the band's absence during the *Lost Cabin* group broadcasts (NBC).

ASCAP's Copyright Charge Vs. Flock of Coast Spots

Los Angeles, Nov. 12.

In its relentless war on infringement of musical copyrights by entertainment spots out here, ASCAP has brought a new flock of complaints in Federal Court. Latest batch of defendants against alleged violation of song rights includes Hilltop Buffet, Harmony Inn, B. Y. Deer Garden, Jerry's Joint, Green Parrot, Beer Haven, Wilson's Cinderella Dancing Studio, Sloppy Joe's, Center's Beer Garden, and Happy Days Buffet. In each case \$250 damage is demanded.

GEO. HALL OUT

Leaving Victor After 25 Years—Reorg. on Casse

Hollywood, Nov. 12.

Reorganization of the local staff of RCA Victor-Phonograph has George Hall leaving the company after five years in charge of the record plant here, and 25 years with the Victor company.

G. H. Porter, in charge of RCA Victor Phonograph office in San Francisco, who has also handled supervision of the Hollywood plant for the past year, has relinquished responsibility of the latter, and is now permanently located in the north. Executive duties previously in the hands of Porter and Hall have been split up among various department heads.

Beverly Hills Musical People Form Academy

Beverly Hills, Nov. 12.

Group of former concert and opera stars has organized the Beverly Hills Artists Academy. Those who sponsor and officer the organization are Maria Rieck, one time ballerina of the Imperial Russian ballet; Adressa de Reguerola, former Met baritone; Max Rabinowitz, former pianist to Rachmaninoff; Albert Verchamps, concert violinist, and Edith Lyle, former New York actress.

Artists will dedicate their efforts to the uplift of the arts.

Lenox Goes Ofay

Baltimore, Nov. 12.

Club Lenox, this burg's highest colored niter, is changing its policy for the third time in as many weeks currently. For the past two years the spot had been best and most successful Negro niter in town. Recently, impelled by growing numbers of whites who drifted in, site went black-and-tan overtly with a big publicity push. Immediately his booklet. Management then decided to convert it into an exclusively Caucasian camp, which club becomes this week with another campaign.

Band of 12 pieces, colored, like-wise floor show, currently a line of girls and three specialty acts headed by K. & Gene Viera. Shows will come down from New York. The Lenox is first colored-talent, white-patronage niter try here since the Cotton Club flitted three years ago.

"Winter Wonderland," by Felix Bernard and Dick Smith, has been placed by Donaldson, Douglas & Gumble in the roadshowing "Ziegfeld Follies." Guy Lombardo has recorded the time for Decca, while Victor in its rush to make a stencilling of the song depended entirely on a lead sheet.

Publication and subsequent clicking of "Be Still My Heart" (Broadway Music Co.) makes the first break for Allen Flynn and Jack Egan in their 15 years around Tin Pan Alley.

Shapiro, Bernstein has acquired the removal of copyright on "The Princeton Union Song" and is putting out its own edition of the university's official tune.

He Was Lonesome

When Jack Robbins sailed, via the Canal, for Hollywood he was made most unhappy by an out-of-tune violinist with the ship's band. Piddler was so bad that Robbins burst at the entire outfit and wouldn't talk to any of 'em throughout the journey.

And Robbins, on the same boat with a band for two weeks, not talking to musicians is a frustrated Robbins indeed.

STATLER MOVE STEAMS UP CLEVELAND

Cleveland, Nov. 12.

Right-about-face stand of Statler in adopting dance music and a smart niter policy, after turning thumbs down on it for nearly three years, is starting a competitive war among other conservative hotels here.

Stung by regular night clubs' success in grabbing off their old trade, the Statler has redecorated and reopened its Royal Pomsponian room, one of several spas in town. For his initial orchestra H. F. Dugan, manager, picked Charles Stenrose, former first sax in Ted Weems' outfit, who organized a band for the place. Instead of usual floor revues, it will feature guest artists with radio names. Ann Heath, KBC singer, and Earl Rohl's Collegians doubling from WTAM in first week's set-up.

Carter Hotel, owned by Metropolitan Life, also planning to join parade by reopening its Rainbow room before Dec. 1. Last season it featured Irving Aaronson and large-scale revue, but this year the Carter will emphasize smarter, more intimate entertainment. Also talk that the ultra-conservative Cleveland hotel has schemes of turning its dining room into a high-priced, polite niter for silk-batters.

Theodore DeWitt got the jump on majority of hotel competitors by bringing Joe-Car-Dullo and Andrews Sisters into Hollenden hotel's Parisian room. Larry Revel also set as bandmaster for Park Lane Villa for winter. Lake Shore hotel keeping its Penthouse Club open with week-end breakfast dances, besides opening an American bar downstairs. While trying to draw the smart set with light diversion, majority of best hotels are dropping their formal-dress rules to lure the hot polli.

Bornstein Burning at Robbins Over Zanuck Film Musical Rights

Hollywood, Nov. 12.

A battle is on between Saul Bornstein, Irving Berlin, Inc. & m., and Jack Robbins as result of Darryl Zanuck deciding in favor of the Robbins firm to publish two songs by Jack Stern and Jack Meskill from "Follies Berere." Bornstein is threatening to sue Robbins, Twentieth Century and the songwriters.

Stern and Meskill agree to Zanuck because they were introduced to the Zanuck setup by Dave Dreyer, of Berlin's organization. When signing options and getting advance royalties they informed Zanuck they had no publisher who said his contract gave 20th Century the right to choose the song publisher even though they had suggested, out of gratitude, that Berlin, Inc., should get the rights.

Zanuck decided to turn over the publication rights to Robbins. Then Stern says Bornstein approached him and Meskill to agree to a publication deal, which they refused. Bornstein is shouting "double cross" and threatens court action. Bornstein also makes a claim on Jack Echoll, who wrote lyrics for "Ziegfeld Walk" for Universal with Con Conrad, but here the studio also reserves publication rights, which are understood will go to Robbins, who signed Conrad on a one year deal to write with Herb Magidson or other lyricists when required, with Conrad bringing New Washington on from New York.

Florida Primed for Banner Season; 46 Niteries Last Year, More Due Now

Miami, Fla., Nov. 12.

Publishers Await Auditor's Report on Col. Phonograph

Music publishers are withholding their assent to a 50c. on the dollar settlement with Columbia Phonograph until the recorder has supplied them with an auditor's report of the royalties due them up to Oct. 1. Columbia has already supplied the Music Publishers Protective Association with the royalty debts outstanding up to June 30, and it is expected the balance of the figures will be turned in to MPPA during the current week.

Starting with Oct. 1 the Columbia discs went on a full royalty basis as far as publishers were concerned. Any debts accrued by the recording company since that date are not to be included in the settlement.

Billy Rose Name Off

Billy Rose's name comes off the Music Hall and it becomes the Manhattan again, the previous theatre name (originally Hammerstein's) when Lew Brown puts in the new show at this cabaret-theatre. Harry Akst and Danny Dare are collating on songs and staging. Cardini is being added.

Meantime, Rose's several suits against the B. M. Music Hall, Inc. and the Casino de Paris, Inc., are continuing, with the latter, through Nathan Burkan, having filed court petitions for \$7,500 and \$20,000 in each.

There is one other suit pending and preference for December trial will be asked by J. T. Aheiss, Rose's counsel.

VOYA HOLDS OVER

Baltimore, Nov. 12.

Voya Protenko, sent in with floor-show at Lord Baltimore hotel's Barn last week, is being held over indefinitely by hostess as m.c.

Turn now becomes only niter in town housing an m.c. except on the weekly change basis.

ACHRON ON 'LIVE'

Joseph Achron, gold medalist violinist, catches his first big assignment in composing the score for Dr. Eugene Frenke's "Life Returns," for Universal.

Ollie Wallace is supervising with Achron, and Clifford Vaughan is helping with the arrangement.

Lancaster Mama Wants \$1,000 Band for Daughter

Lancaster, Pa., Nov. 12.

A thousand bucks for a good name band. That's not the offer of a dance hall, a club or a theatre.

It's the bid submitted by a local matron who wants her daughter to make her debut in real style.

Mother contacted manager of Hotel Brunsvick here to make arrangements for the party and when the matter of music came up she laid the grand on the line.

Hotel plans to book band in for three days.

Bert Stock of Youngstown, O., returns to dance band business. Stock for many years headed his own band and later was musical director of WKRM.

Option on Will Osborn and his orchestra has been picked up by the Paradise restaurant, New York, where he is muscling currently. Management will extend for an additional four weeks.

Madslyn Hardy, with the Irving Berlin, Inc., professional staff for seven years, has joined the program department of American Broadcasting System.

With Florida's prohibition law repealed at the polls in the recent election, Miami looks forward to a banner winter season, surpassing anything in recent years. The 46 active night clubs of last season are almost sure to be in full swing by New Year's Eve, and many more will probably join the parade.

Col. Henry L. Doherty's Miami Blinners her the gun and got off to a good start last week. Evelyn Haquet heads the show, with Irene and Harold, dance team; Ruth Ryder and the Storielle dancers rounding out the bill. Chet Brown-agle's music.

Deauville Beach Casino, under the management of Fred Breit last season, has been taken over by Lucy, of the Theatre Miro, who makes her first venture in the night club biz with this one, and opened last week with Rafaelo Diaz, Met opera tenor, who staged the Diaz concert at the Waldorf-Astoria last winter.

Red Grange, the galloping gridiron ghost, is reported on his way here to open the "71 Club."

At Goldman, Mat Harris and Tom Williams will open the Ambassador club. Show not definitely set; Jack Waldron or Joe Lewis may m.c.

Don Lanning's Silver Slipper club set to open Dec. 27. Will feature Roberta Sherwood, Club Madrid, which took an early flop last season, has been reopened as the Chess Parer. Chelle Miller, m.c.

Proctor club, under Hugh McKay's direction will open in December, featuring Joyce Lane. Other spots sure to dot the night ways include Albert Bouché's Villa Venetia, Aubrey's Lagoon with either Jack Reiber or Aubrey Keeske at the helm; the Embassy club, Deauville Yacht club, Floridian Supper club, the Hangar, atop the Flamingo hotel; Mort Wertheimer's Beach and Tennis club, stamping grounds for Harry Richman and June Knight last season; the Torch club, Osceola Gardens, with Lincoln McGill, m.c.; Carla Villa club, Jimmie Cammas, prop.; Club Hageda, one of Tom Williams' interests; and Fred Grinham's Coral Gables Country club.

Velos and Yolanda, the Yacht club boys, and Henry King and his music are due here, but not yet set.

N. C. Symphony Gets Lunch Club Backing

Winston-Salem, Nov. 12.

Lamar Stringfield, conductor of the North Carolina Symphony orchestra, has persuaded luncheon clubs of city into underwriting a music festival to be built around the symphony orchestra here during the week of Dec. 10. Plan is to have name conductors, composers and musicians here from all sections of country to watch the only state-wide symphony in action.

Orchestra will go on tour of eastern part of North Carolina during week of Nov. 12, playing Goldsboro, Greenville and Raleigh. Tour will take orchestra over nearly 1,000 miles during the week.

While on tour Stringfield will give one of his children's concerts at Raleigh. Children's matinees have proven popular in Winston-Salem. Stringfield, about the orchestra, explain each instrument and have the musician play a lute.

Detroit's Biz Leaders

Detroit, Nov. 12.

Webster Hall, Penthouse and Manhattan are the three leaders in Detroit's night club and supper club business. Webster has had to enlarge its seating capacity, while Emerson Hall begins his ninth week at this spot. Marian Mann is featured soloist.

Penthouse holds on to Carroll and Gorman, song team, while Alexander and Swanson, former Detroiters who have just returned from Shanghai, head the bill. Eight Mayfair Girls, who appeared all summer at Chicago's College Inn, are beginning their eighth week at the Penthouse chorus.

Ruth Delmar is the big draw at the Manhattan. Other clubs in town doing fairly well.

MINOR PUBS IN REBELLION

ASCAP's Payoff System Clarified

A popular impression in the music business is that the new American Society of Composers, Authors & Publishers' royalty dividend payoff system is on the program basis. This is not so. It's on a point system, but the points while based on the number of radio program plugs are not governed otherwise by the program idea.

Instead, ASCAP established three or four arbitrary classifications and allots to them a certain number of points as a basis. Thus, instead of triple-A, double-A, A, B and C, etc., as heretofore, the Society on its last dividend combined that particular top group into one, and then allocated to them a unit of say 1,000 points. The number of air plugs then governed the number of points credited for the ASCAP dividends.

Same went for the subsequent classifications. And it was because of this point payoff that the common misimpression now exists that the society in future will maintain the program divvy as a norm.

Actually, it's very likely that the latter classifications on the next quarter will be altogether abandoned and the point system adhered to. Payment will be made on the air plugs, but also there will be taken into consideration the songs in pictures, cue sheets and other types of plugs, so that ultimately the program idea will be so developed as to ape the French Society's scheme of things.

However, classifications will be mentally maintained and when one music firm (or writer) has such a multiplicity of plugs as to warrant promotion out of one class into the next higher bracket, that will occur.

U. S. Music Men May Have to Deal with 2 So. Am. Performing Rights' Bodies

American copyrighted music may soon have two separate performing rights organizations collecting royalties for it in Argentina. Though the American Society of Composers, Authors and Publishers recently entered into a contract which gave the collecting franchise for that country to Cirolo, Oswald Presado, president of the Asociacion de Autores y Compositores de Musica, is here hoping up American publishers for his organization.

Presado declares a survey made by him shows that ASCAP does not have a contractual right to administer for its members public performances in Argentina, and because of this there is nothing to prevent American publishers from doing business with his association. In previous years the Asociacion Argentina served as ASCAP's exclusive rep in the South American republics, but when it came to renewing the contract this year the ASCAP board of directors switched the alliance to Cirolo, when informed by E. C. Mills that the latter Argentine performance right outfit was a younger and more enterprising body.

Presado argues that from the viewpoint of litigation Cirolo has little standing in the Argentine courts. His organization alone, he has advised the publishers contacted here, is recognized by the Argentine tribunals as the authorized body through which copyright infringement suits can be brought. If an American copyright owner attempts a suit in Argentina without the aid of ACYAM (Presado's association) he would be required to go through an elaborate tangle of red tape, involving affidavits certified by Argentine and American consulates in both countries.

When the new copyright act was passed in Argentina last year the Music Publishers' Protective Association gave thought to making a survey of sheet music conditions in that country with a view of establishing a central clearing house for American publishers. This idea was abandoned after it was found that an Argentine hit song never exceeds 25,000 copies. Music in Argentina is sold at 20 centavos a copy, 30 in American money.

GARNER, KASSEL DISCO

Chicago, Nov. 11. Jan Garner will turn out eight sides for Victor this week.

Art Kassel last week turned out a half-dozen for the Blue Bird catalog of Victor.

Harms, Inc., has taken 'I've Been Around' from Universal for publication. 'Puns by Jack Stern, and Jack Maslin carries the picture's title.

SAY PAID PLUG PLEDGE UNFAIR

Smaller Firms Burn Over Majors' Delay in Signing Agreement—Claim Even If They Sign, It's Uneven—Legal Trouble

TOO FEW PLUGS

Smaller music publishers are burning plenty, and some legal trouble is certain as a result of the Music Publishers' Protective Association pledge against paying for arrangements. The lesser publishers aver that they signed the pledge not to subsidize plugs by payments of special orchestration on the express understanding that the industry at large was going to make this a unanimous move. This meant the bigger publishers would also be increasing theirs. The number of air performances is now a serious matter for all music publishers since the American Society of Composers, Authors & Publishers protracted its last royalty dividend largely on this basis.

Meeting On, Then Off

After much protest, John G. Paine, chairman of the MPPA, agreed to call a special meeting for Nov. 7. Somehow at the last minute, after the meeting was announced, it was indefinitely postponed. To the minor league music men this indicates—in their own devious interpretations—that the majors are trying to dodge the issue of getting their own signatures to the covenant.

It carries with it a fine of \$1,000 for the first offense and \$2,000 for every time thereafter that a publisher is found paying for an orchestration for a radio or other plug by a band leader, singer, et al. Of this penalty one-third goes to the informer as compensation and two-thirds to the MPPA to defray the expenses of investigation and adjudication.

That the covenant has teeth in it is seen in the major firms holding out on signing, because it further provides for Paine's authority to withhold monies due the guilty publishers from the ASCAP, which is authorized to turn over to Paine, as agent, sufficient monies to satisfy any and all penalties.

The publishers who are now squawking against the agreement argue (1) that it's ineffectual because they were induced to sign upon understanding that all the others were doing likewise, and (2) because the \$1,000 penalty proviso is allegedly anti-NRA in spirit, and furthermore unconstitutional, since it provides for no appeal. The adjudication of guilt or innocence, it is provided, will rest with an active or retired N. Y. Supreme Court Justice who will be designated by Paine, and this, it is feared, may introduce political angles and other complications, since this jurist, sitting in arbitration, is final in decisions; there can be no appeals, by proviso.

Small publishers argue that they can't compete with the bigger firms under these conditions regardless, since the bigger firms, even if signing, are in position to command favors from the orchestra leaders and other major plugs through extending 'favors' along other lines, including entertainment, food and drink and the like. The small firms can alone compete by paying for the special arrangements of any of their songs if assured a good radio plug.

Several of the bigger music firms

Letting Exiles Skip, Paris Muffs Bid To Become World's Music Capitol

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation of the songs most played on the cross-country networks last week, in relative standing, according to the number of combined plugs on W.E.A.P., W.I.Z., W.A.B.C. and W.M.C.A.

Centennial	41
Stay Sweet as You Are	39
Be Still, My Heart	37
Lost in Fog	31
Wild Honey	30
If I Had Millions	28
Sweetest Pie	27
Pop Goes Your Heart	27
I Saw Stars	24
One Note of Love	24
Must We Say Goodnight?	23
Isn't It a Shame?	22
Rain	22
An Enchanted Music	21
Out in Cold Again	21
Winter Wonderland	20
You're Builder-Upper	20
Diffidence Day Made	19
Love in Bloom	18
Two Cigarette in Dark	18
Don't Let Suther You	16
Follow My Secret Heart	15
He Cha Cha	14
P.S.—I Love You	14
Water Under Bridge	14
Between Showers	13
Now in Maytime	13
Nidnits, Stars and You	13
Okay, Toots	13
I'm Lonesome, Caroline	12
Take Walk Around Bloch	12

MURKLAND TO ATTEND PUBLISHERS' MEETING

P. A. Murkland, NRA deputy administrator in charge of the publishing industry, will attend the meeting of the Music Publishers' Association of the United States, representing the standard faction, at the Roosevelt (tomorrow (Wednesday).

Purpose of the get-together is to ratify the revised music code as submitted by the NRA legal division. Two clauses that are expected to receive a vigorous attack from the assembled publishers are those dealing with the maximum working hours and the method of electing the code authority.

Maximum hours set by the NRA administration for the music industry are 35 a week, while the code's administrative clause provides that only three of the five standard members on the code authority come from the ranks of the MPPA of the U. S.

are among the holdouts on signing the non-subsidization agreement; others are stalling.

In order to get some of the allegedly rebellious major publishers into line, their firm allies were in some instances consulted to pledge the plugs against subsidizing bands, etc. One or two of the firm-allied music firms which have been partial to the orchestration-paying racket were thus promised to be have, but they, too, are now numbered among the holdouts.

In line with this protest, Julian T. Ables, an attorney for Olan Music Corp., served official notice on Paine that he considers the 'so-called' pledge illegal and ineffectual in view of the refusal of the other publishers to sign it. Attorney Ables said that the Olan music firm will violate its pledge on the ground it's now void and unenforceable for this and other reasons and threatens to take the matter to court for an injunction and damage if any attempt to halt the practice is made by the MPPA. The element of damages is interpreted in the light of its restraining value on Olan's past business methods, which provided for the payment of special arrangements.

Paris, Nov. 8. This is getting to be the town through which they pass on their way to better things.

Just as in film land Paris got all the best of the bunch driven out of Germany by the Nazis, and then lost them to Hollywood and London, so in music nearly all the ace composers from Central and Eastern Europe who came here figuring it was the artistic center of the world have gone on to more fertile fields.

One of the few that stuck is a Russian who calls himself Jacques Dallin to sound French, although he really is a brother of Leon Bolance, the band leader. Dallin has become one of the leaders in the composition of French film music, having done the melodies for 28 films, shorts and features, in two years.

Those who have passed through ahead of him are really a distinguished lot, and if the French, instead of insisting on protecting their own composers and hanging on to their own shed shown enough vision to give them a break, Paris would be the world's music capital, as it is, they did a few pieces for the French, many of which were successful here, and then blew.

For instance, W. R. Heymann, composer of 'Congress Dances,' did 'Florestan I here last year, and it was one of the best operettas of the season. Now he's with Fox in Hollywood. Another one whom Fox took, and who made his first stop in Paris, is Fr. Hollander, who wrote the song that put Mariene Dietrich over in 'Blue Angel.'

And So On. Michko Spoliansky, who is of Polish origin and was a big shot in Berlin before Hitler, came here and made an immediate splash with the 'Chanson d'Une Nuit.' Now he's in London working for Gaumont-British.

Another, whose music is a bit heavier but still in the big money is Ernest Toch. He was one of the star composers of the Schott publishing house in Berlin. He couldn't find a berth in Paris and went to London with Alex Korda, for whom he wrote the music of 'Catherine' and 'Don Juan.' He also did 'Little Friend' for Gaumont-British, and then, going hither, skipped to New York to teach music at the New School for Social Research.

Francis Waxman, who did the music in 'Lullaby,' as well as 'La Crise est Passée' ('Depression's Over'), is now in Hollywood with Fox. Allan Gray, UFA ace, who gave Paris its chance, too, is in London doing operettas and films. So is Hans May, who is doing the first operetta to be produced at His Majesty's theatre, Arnold Schoenberg, pioneer of modern music, did several works in Paris when his first came into exile and he's now teaching at the Boston Academy of Music. Walter Jurmann and B. Kapper are with Metro.

Columbo Disc Freed Via Rudy Vallee Pic

Hollywood, Nov. 12. Dixon and Wruble (sue, I See Two Lovers), has been pulled out of Warner's 'Piritation Walk' to be added to the score of Rudy Vallee's 'Sweet Music.' Tossing on the wax with Russ Columbo's last theme, 'Too Beautiful,' number is now credited to the Vallee pic.

Warner's held up the picture's release until the change was made.

Stick Trolls made the deal.

VOGEL PICKS 13TH AS LUCKY DAY FOR START

Vogel Music Corp. comes into existence today (13), regarded by Jerry Vogel as his lucky day dating from his U. S. army discharge, and marking an evolution in the music man's development as a publisher. He takes over Frank Crumit Songs, Inc., and the F. B. Haviland Music Co., which firm names heretofore had dominated Vogel's.

As general manager and partner of Crumit Songs, Vogel operated under another party's commonwealth. Haviland as the ASCAP rating. Instead Crumit retains an interest in Vogel's firm and the Haviland's credit rating in the Society is transferred to Vogel.

With the passing of the late Fred B. Haviland, Vogel has been running the business for Mrs. Haviland who likewise will hold an interest in Vogel Music Co., Inc.

Court Order Stops Biagini's Casa Loma Title Usage

Columbus, O., Nov. 13. Judge Leach in the Court of Equity last week handed down an order permanently restraining Henry Biagini from referring to his combo as the Casa Loma band. A temporary injunction had been obtained against him four years ago, but trial on the permanent issue did not take place until now.

In his decision Judge Leach averred that the Casa Loma band, headed by Glenn Gray, had built up a valuable property in the name and the fact that Biagini was once a member of the organization did not justify the appropriation.

After a litigating with the band Biagini returned to this area and organized his own outfit, calling it Henry Biagini and his Casa Loma orchestra. After Gray and his colleagues in the band obtained a temporary restraining order against Biagini the latter filed a cross bill asking that the order be vacated and that his former associates be enjoined from continuing to use the Casa Loma title.

P.M.'s SHOW

Professional Music Men, Inc., will toes its first show at the 14th Street theatre, New York, Feb. 17.

Proceeds from the affair will go into the association's benefit fund. Jennie Taps is chairman of the entertainment committee.

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